



STRATCOM

# IDEA Diversity Survey

Architecture Foundation of British Columbia

December 7, 2023

Armand Cousineau

Grace Zhang

## Methodology & Reporting

- These are results from an online survey conducted by Strategic Communications (Stratcom). Stratcom programmed the survey and provided a URL to AFBC for distribution through communication channels and social media, targeting anyone involved in the architecture industry in B.C.
- This is a sample of convenience, but assuming it were a probability sample, the margin of error would be approximately +/- 3.1%, 19 times out of 20 (this is without knowing the size of the population being targeted, however that would not change the MOE by a significant amount).
- Some charts and tables might not total 100% due to rounding.
- All figures are percent (%) unless indicated otherwise.
- All research conducted by Stratcom.

# Industry Background

# Industry Background

## Summary of Results

- Approximately 9-in-10 respondents (89%) are associated with the architecture industry in B.C. through AIBC and 10% are linked through AFBC.
  - The majority (68%) are Architect AIBC registrants, followed by 22% Intern Architects, 4% Architectural Technologists and 3% Retired Architects.
- Just over 1-in-10 (11%) are members of AFBC.
- The majority (71%) are not registered elsewhere in Canada. Just over one-in-five (21%) are registered with RAIC, 7% with AAA, 5% OAA, 4% SAA and 3% MAA.
- One-quarter (25%) are Registered Architects in other countries.
  - Among these respondents, 40% are registered in the U.S., 11% in India and 6% in the U.K.
- Half of respondents (50%) have been working in the architecture industry for between 6 to 20 years. Almost one-quarter (23%) have been in the industry for 26 years or more.
  - Comparatively, respondents are more likely to have begun working in the industry in B.C. more recently (31% have been working in B.C. for 5 or less years; 18% have been in the industry in general for 5 years or less).
- The majority (65%) have been working at their current workplace for between 1 to 10 years.
- More than 3-in-5 (63%) previously worked elsewhere in B.C. (in the architecture industry). Almost one-third (31%) previously worked elsewhere in Canada and one-quarter (24%) previously worked outside Canada.

# Industry Background

## Summary of Results

- Almost three-quarters (72%) have a Master's degree, one-in-five (20%) have a Bachelor's degree, 4% a diploma, certificate of technical program and 2% with a Doctorate degree.
  - Comparatively, only 8% of the B.C. general population (18 and over) have a Master's degree.
- A plurality (44%) received their diploma, certificate or degree elsewhere in Canada and 40% received their credentials in B.C. Approximately one-quarter (26%) acquired their accreditation outside Canada.
- Ontario (39%) is the most common location for those who received their higher education elsewhere in Canada. Alberta (22%) and Nova Scotia (20%) are other popular locations.
- Among those who acquired degrees/diplomas/certificates outside Canada, one-third (33%) were in the U.S. The U.K. (11%) and Iran (8%) round out the top three.
- An overwhelming majority (91%) are satisfied with their current level of education, with 54% *strongly* satisfied. Only 8% are unsatisfied. However, close to half (45%) are only *somewhat* satisfied or unsatisfied. This becomes a majority among Ontario (54%) and BC (52%) graduates.
- Over 4-in-5 respondents (82%) indicate their degree/certificate/diploma adequately prepared them for working in the architecture industry. Just under 17% think their degree/certificate/diploma did not adequately prepare them. When combining 'only somewhat' and 'no', almost three-quarters (72%) think their education did not fully prepare them for the industry. This is highest among Ontario (83%) and Alberta graduates (83%). Lowest in Quebec (59%).

# Industry Background

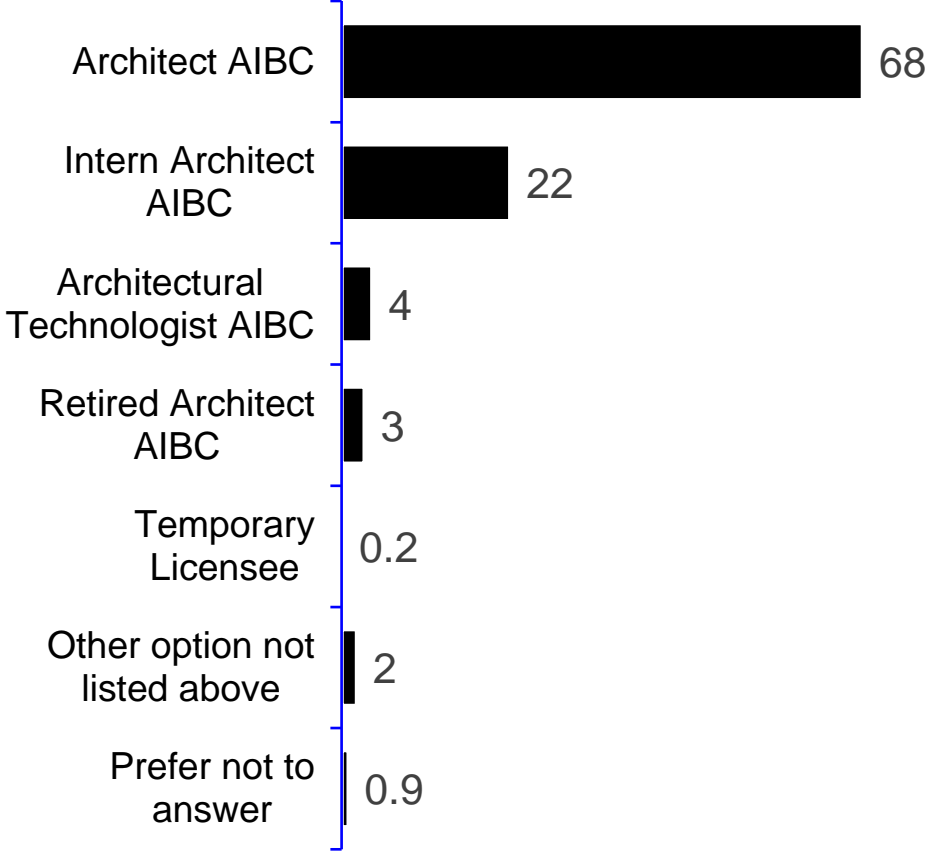
## Summary of Results

- The vast majority (85%) work in a firm (partnership or corporation) – architectural practice. Four percent (4%) are in government, 2% institutional or corporate, 2% development and 1% academia.
- The sectors in which respondents work are quite widely distributed across 10 sectors. Commercial is the most common (60%), followed by multi-family residential (57%), institutional (54%), mixed-use housing (50%), office (47%), rental housing (40%), affordable housing (39%), civic (38%), single-family residential (35%) and health care (22%).
- Half work in firms with 26 to 50 employees (19%) or more than 50 employees (31%). About 1-in-5 (19%) work in firms with less than 5 employees.
- The most common ownership structure of firms are corporations (37%), followed by partnerships (30%), sole proprietors (16%), partnership of corporations (8%) and government (5%).
- The vast majority of respondents (70%) are employees and just over 1-in-4 (27%) are employers.

# A1. How are you associated with the architecture industry in B.C.?



# A2. What type of AIBC registrant are you?

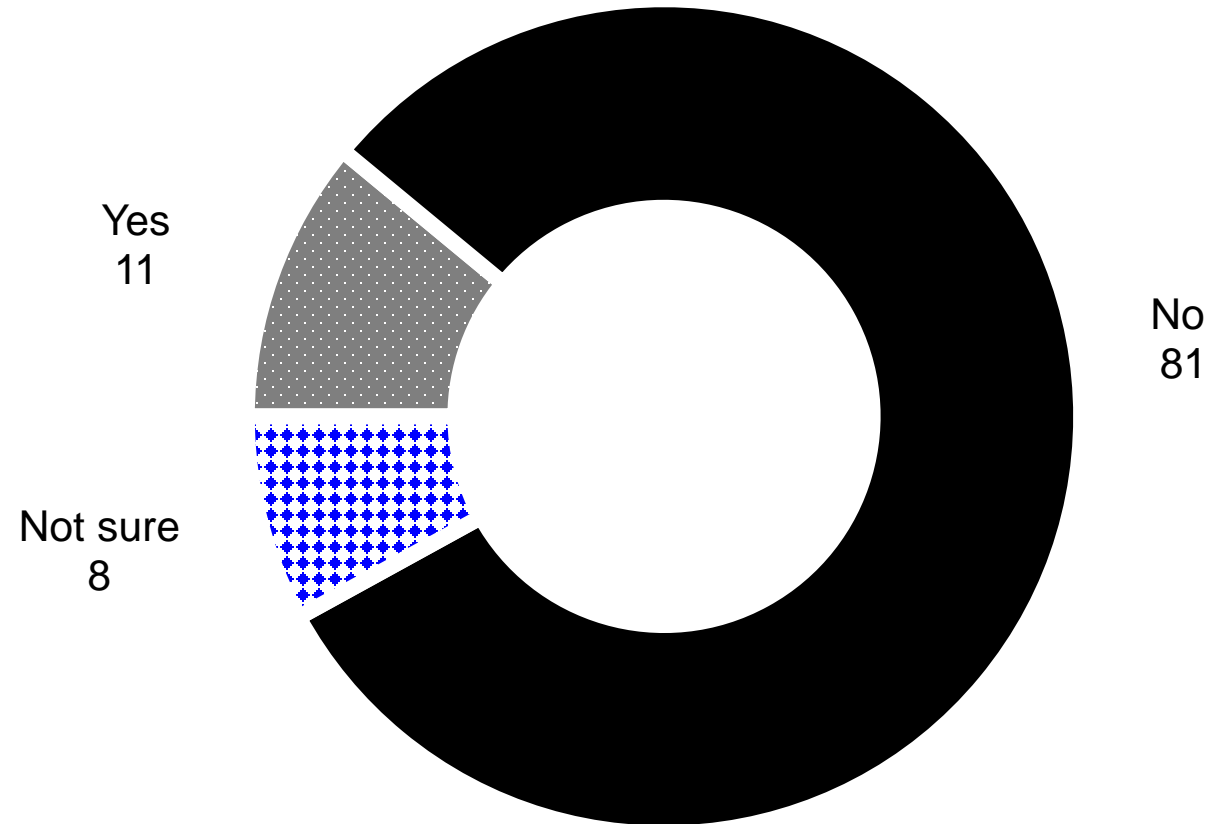


\*coded open-end 'other' responses

n=484

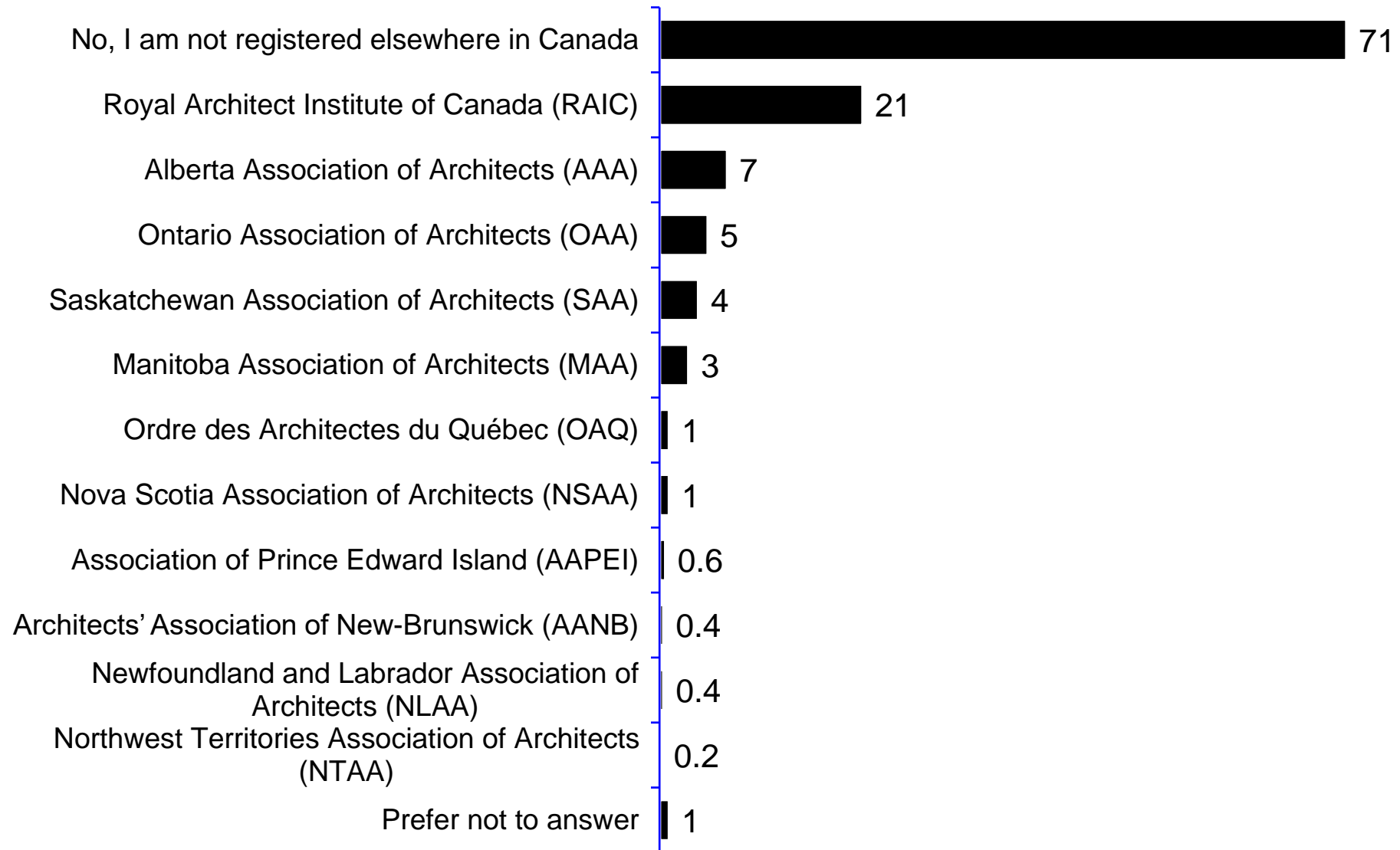
n=430

A1b. Are you a member of the Architecture Foundation of British Columbia (AFBC)?

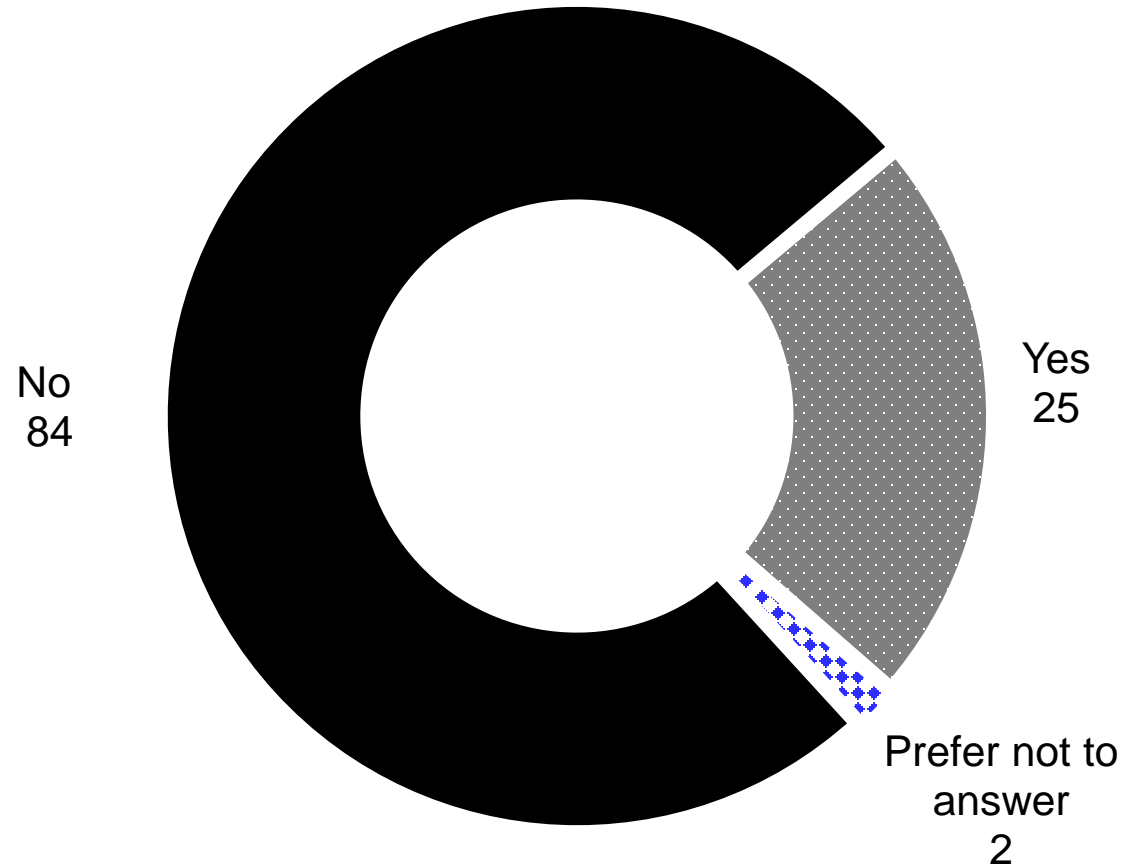




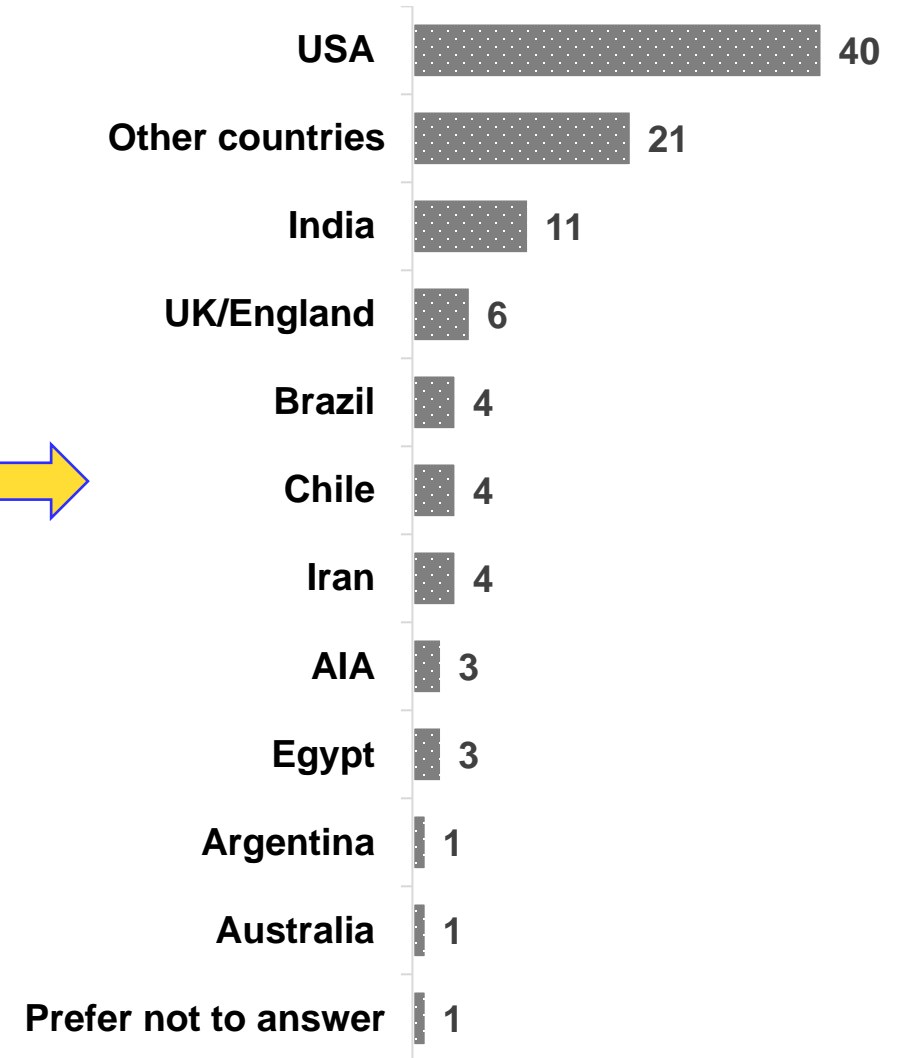
### A3. Are you registered nationally or with any other provinces?



# A3b. Are you a registered architect in any other country?



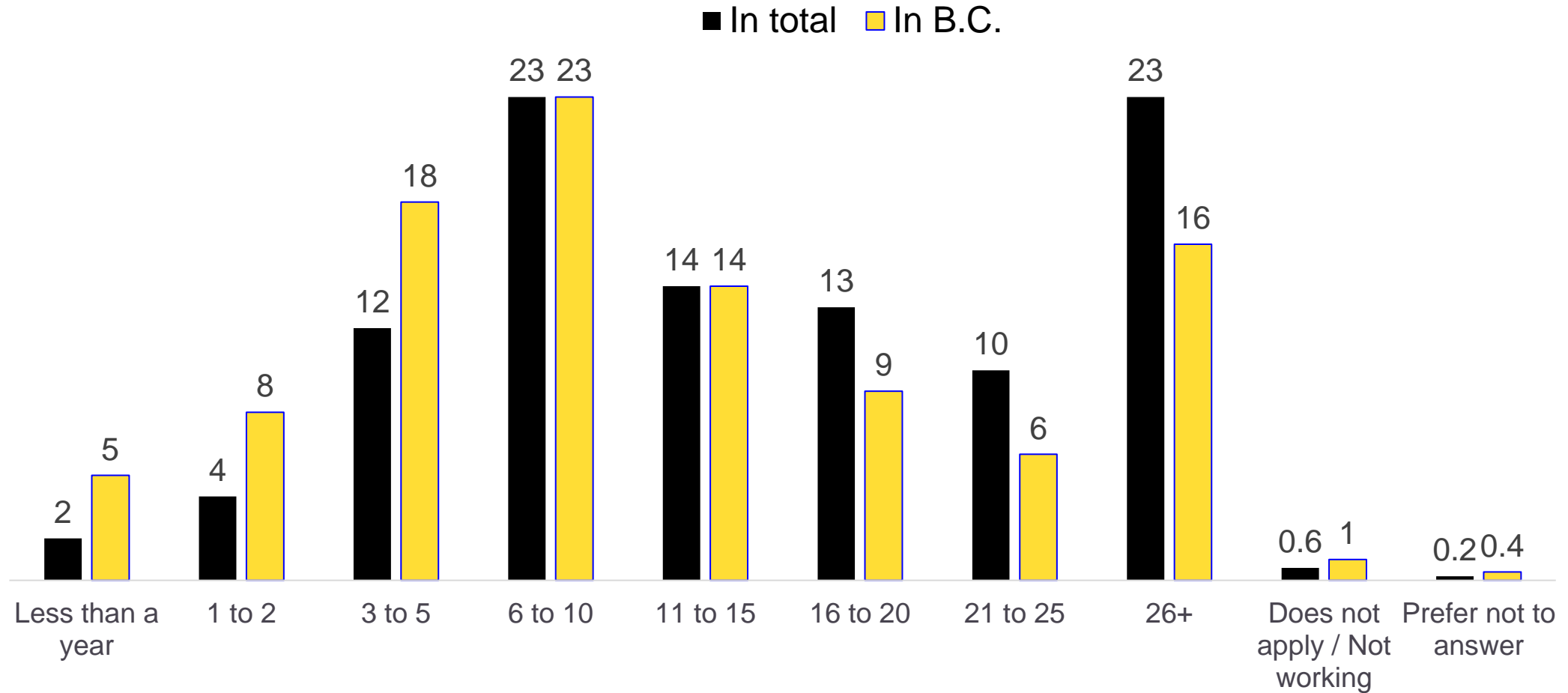
n=484



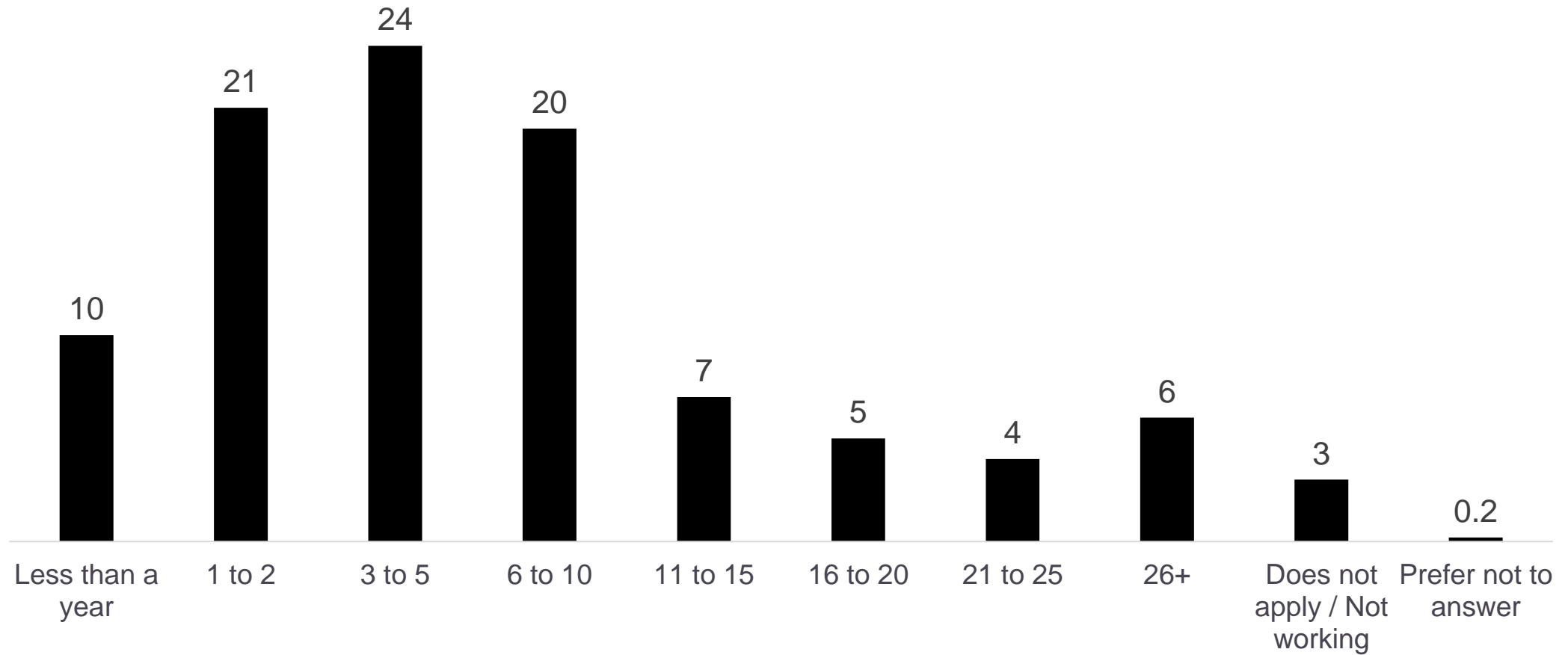
n=70

A4. How many years have you been working in the architecture industry?

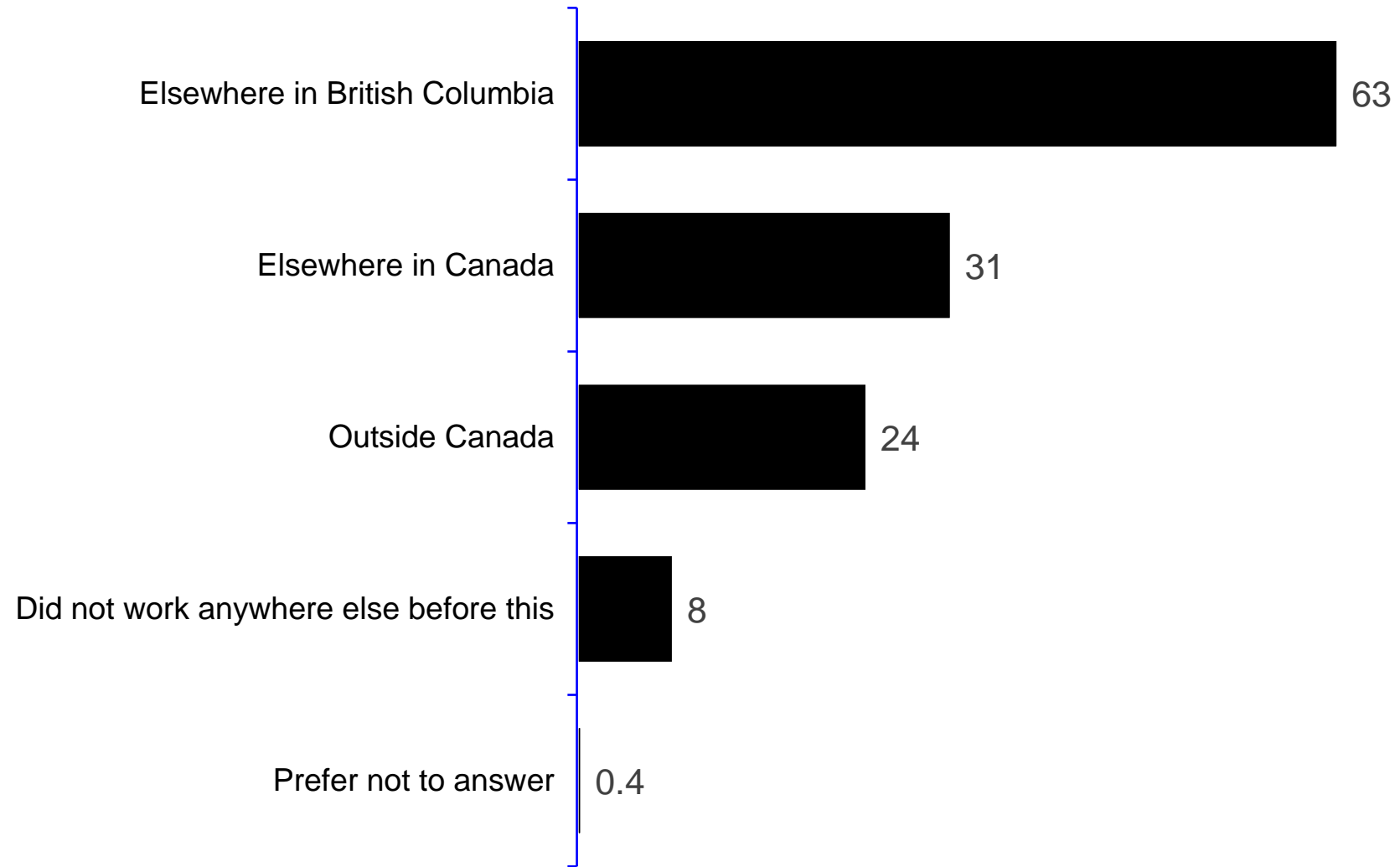
A5. How many years have you been working in the architecture industry in B.C.?



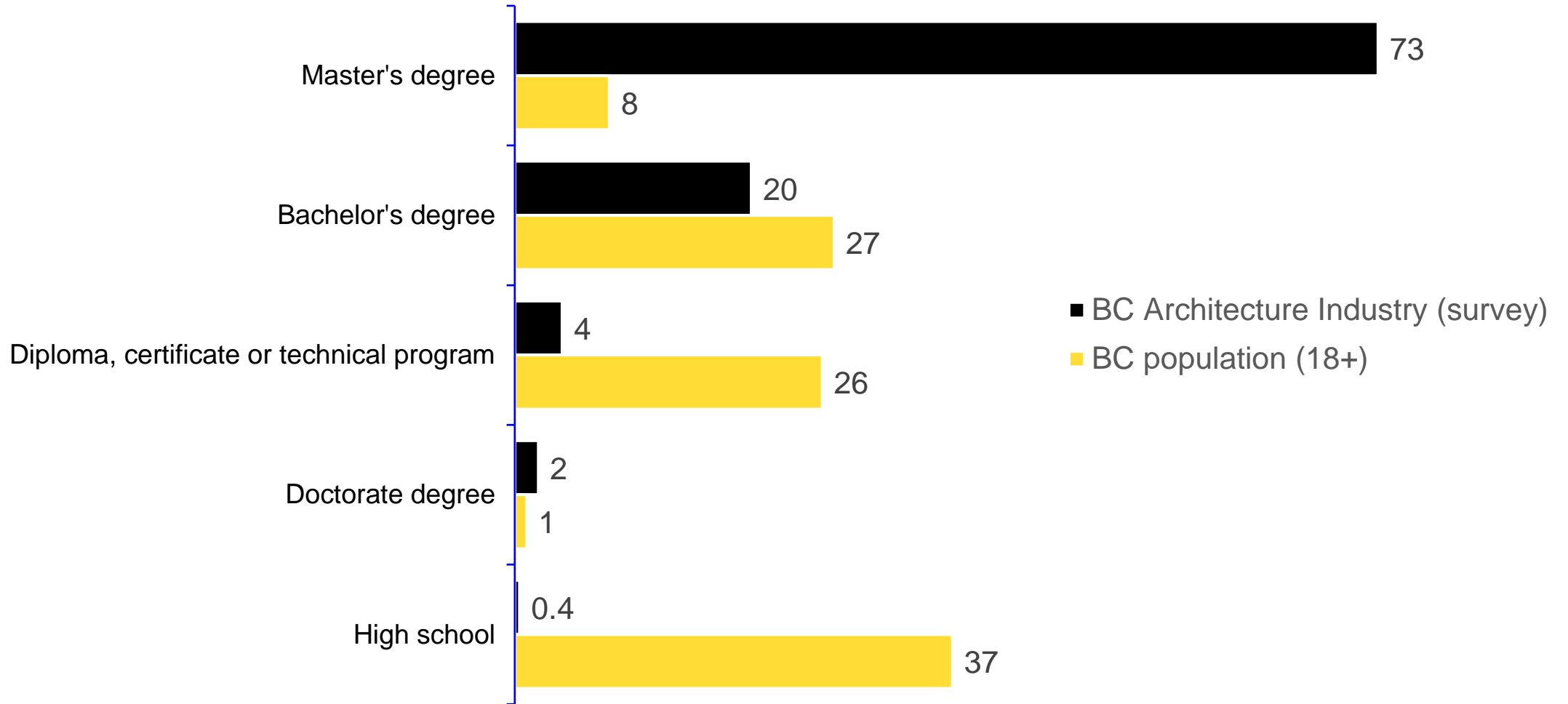
## A6. How many years have you been working at your current workplace?



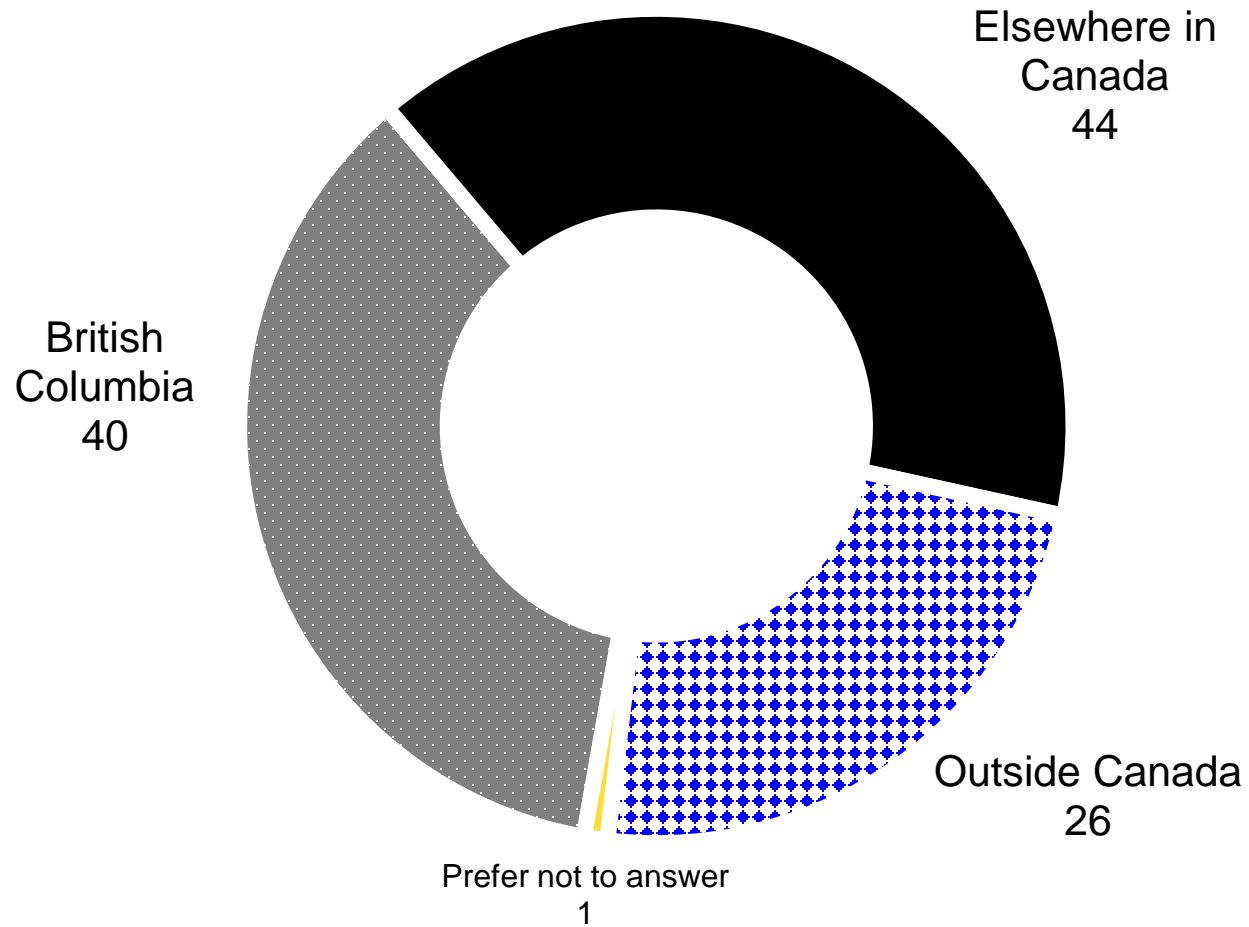
## A6b. Where did you work previously (in the architecture industry)?



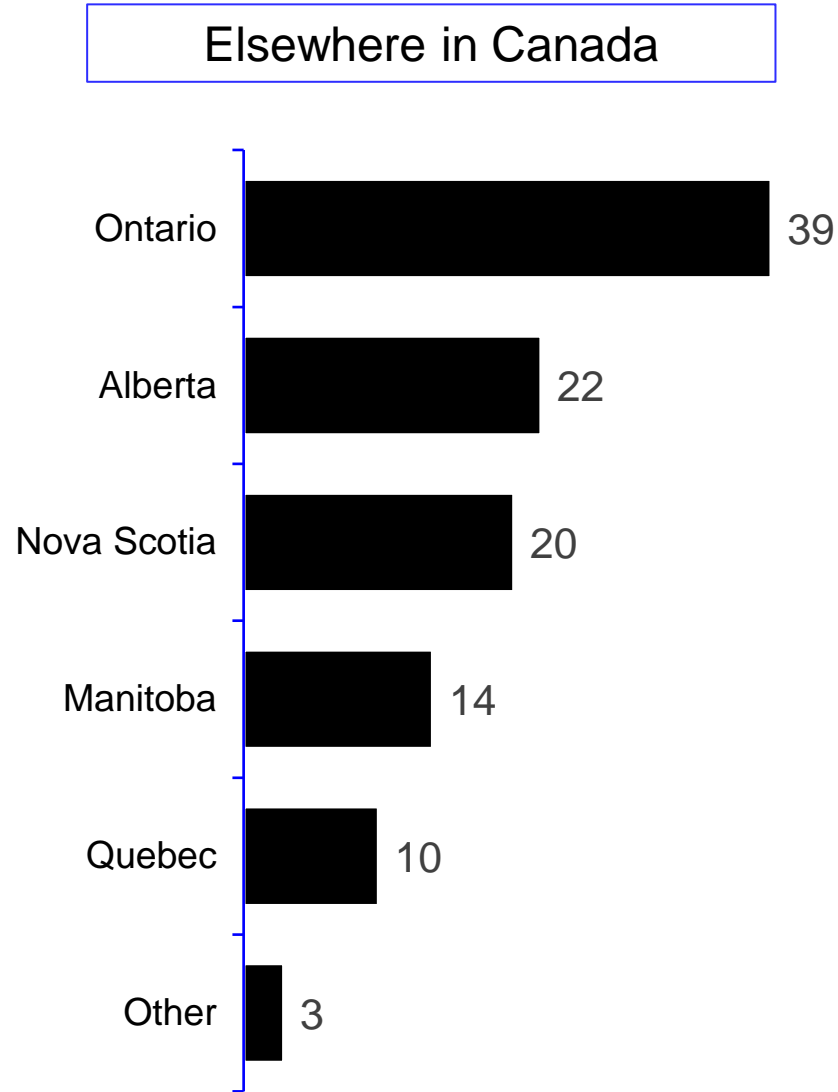
# A7. What is the highest level of education have you completed? (comparison to B.C. general population stats\*)



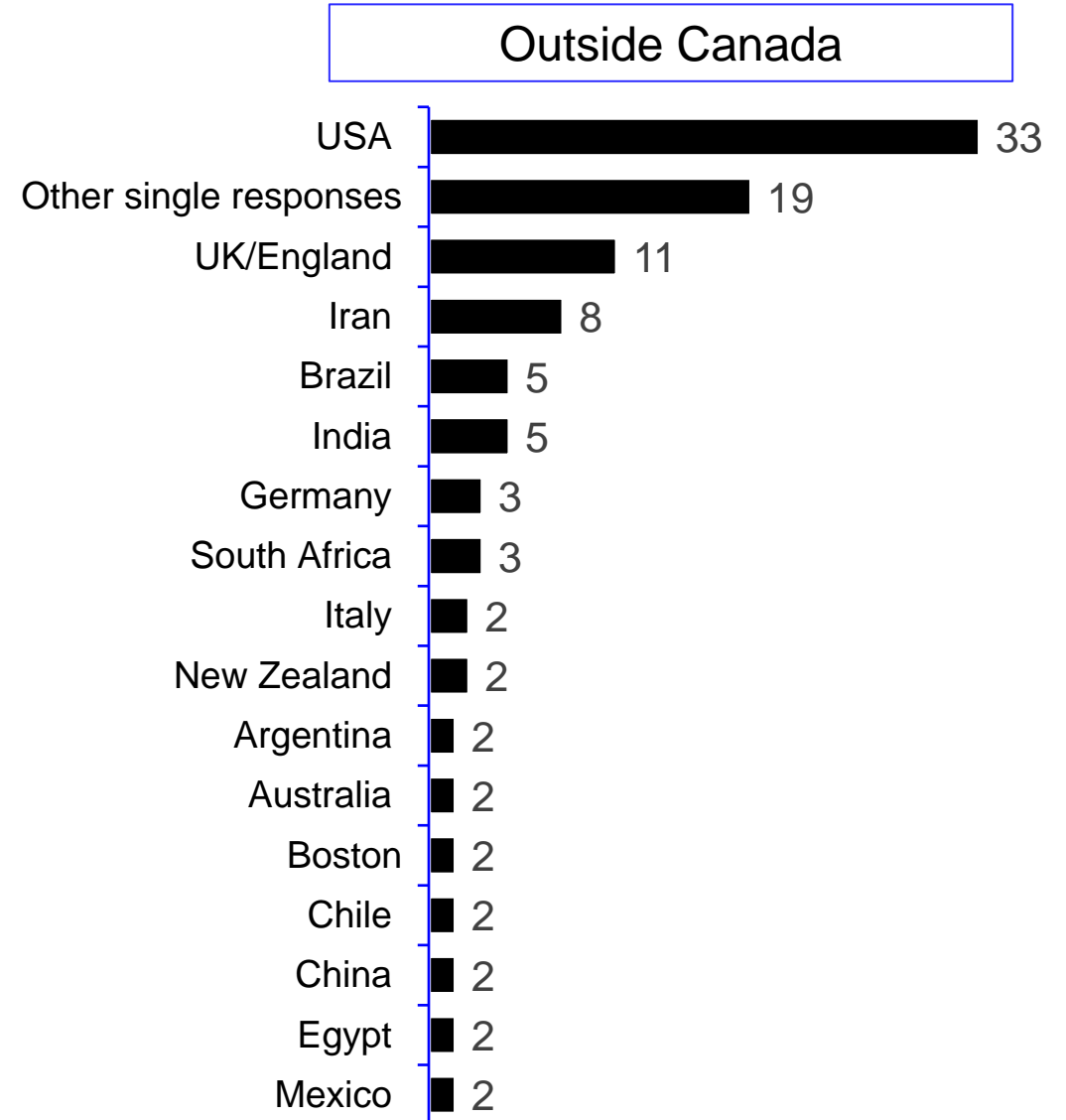
# A7c. Where did you receive your diploma, certificate or degree?



# A7c. Where did you receive your diploma, certificate or degree?



n=214

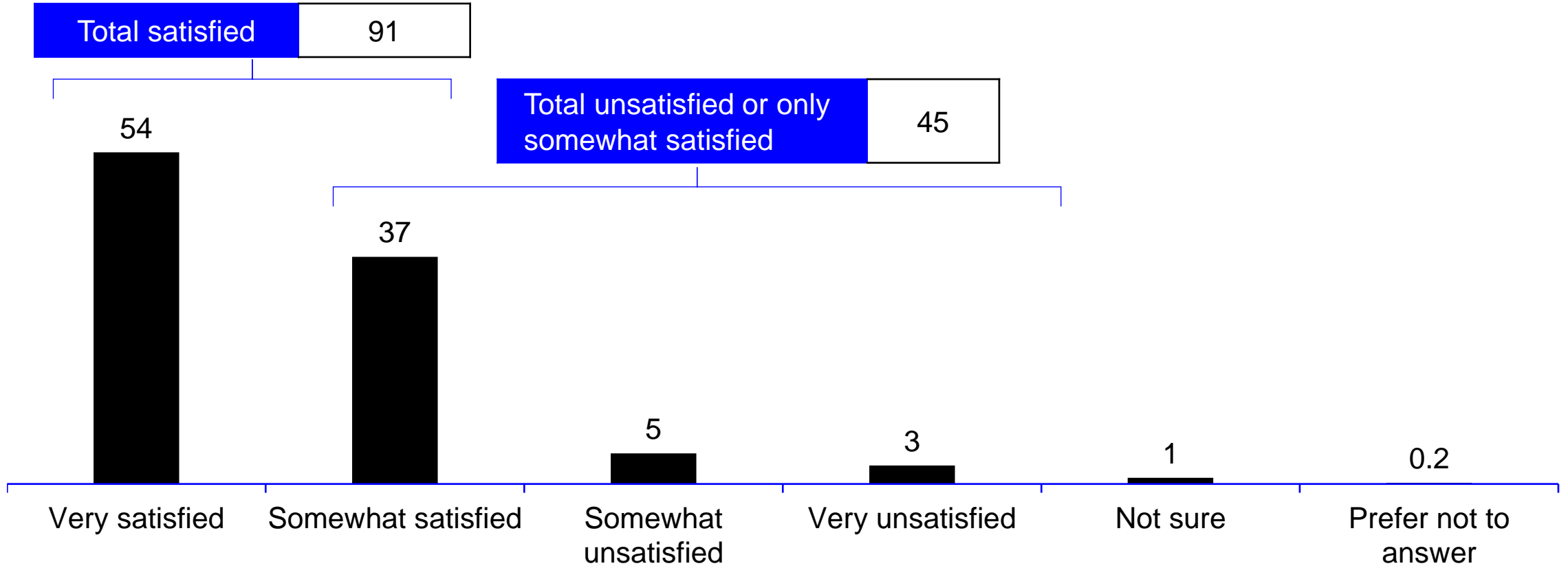


Page 16

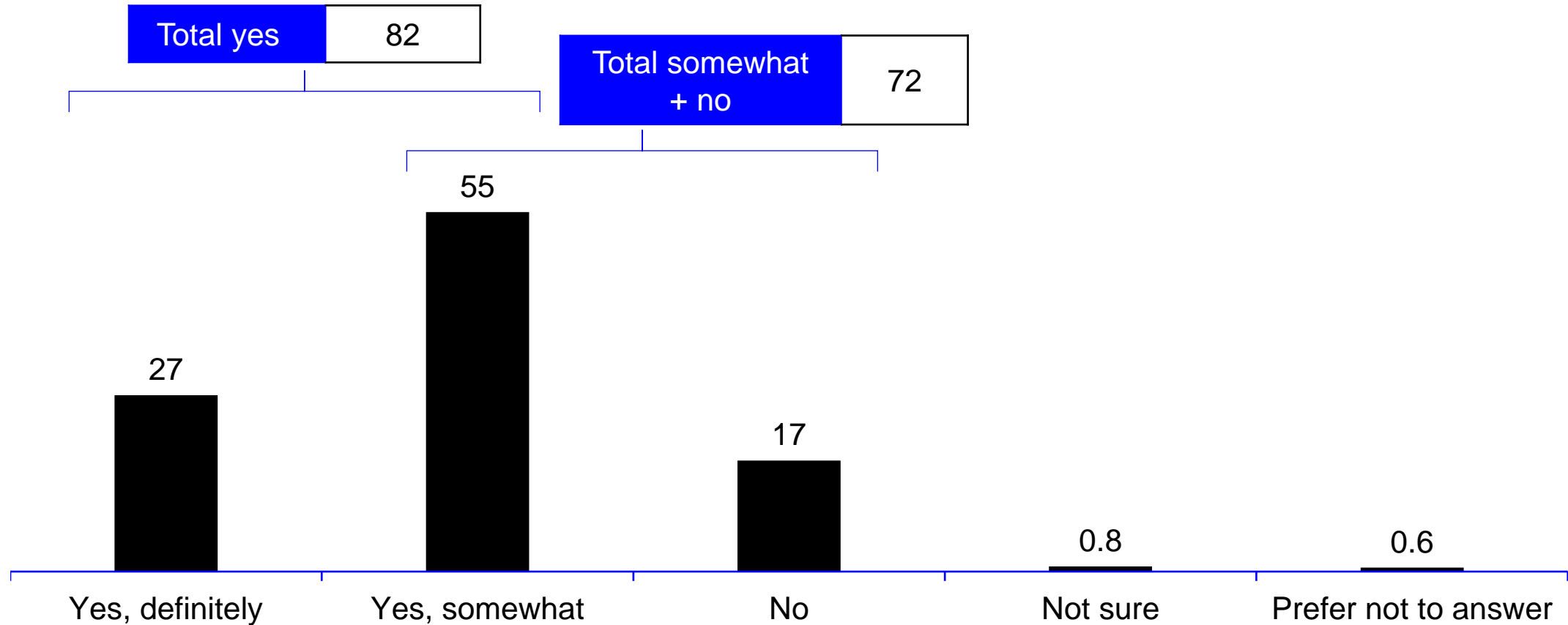
n=125



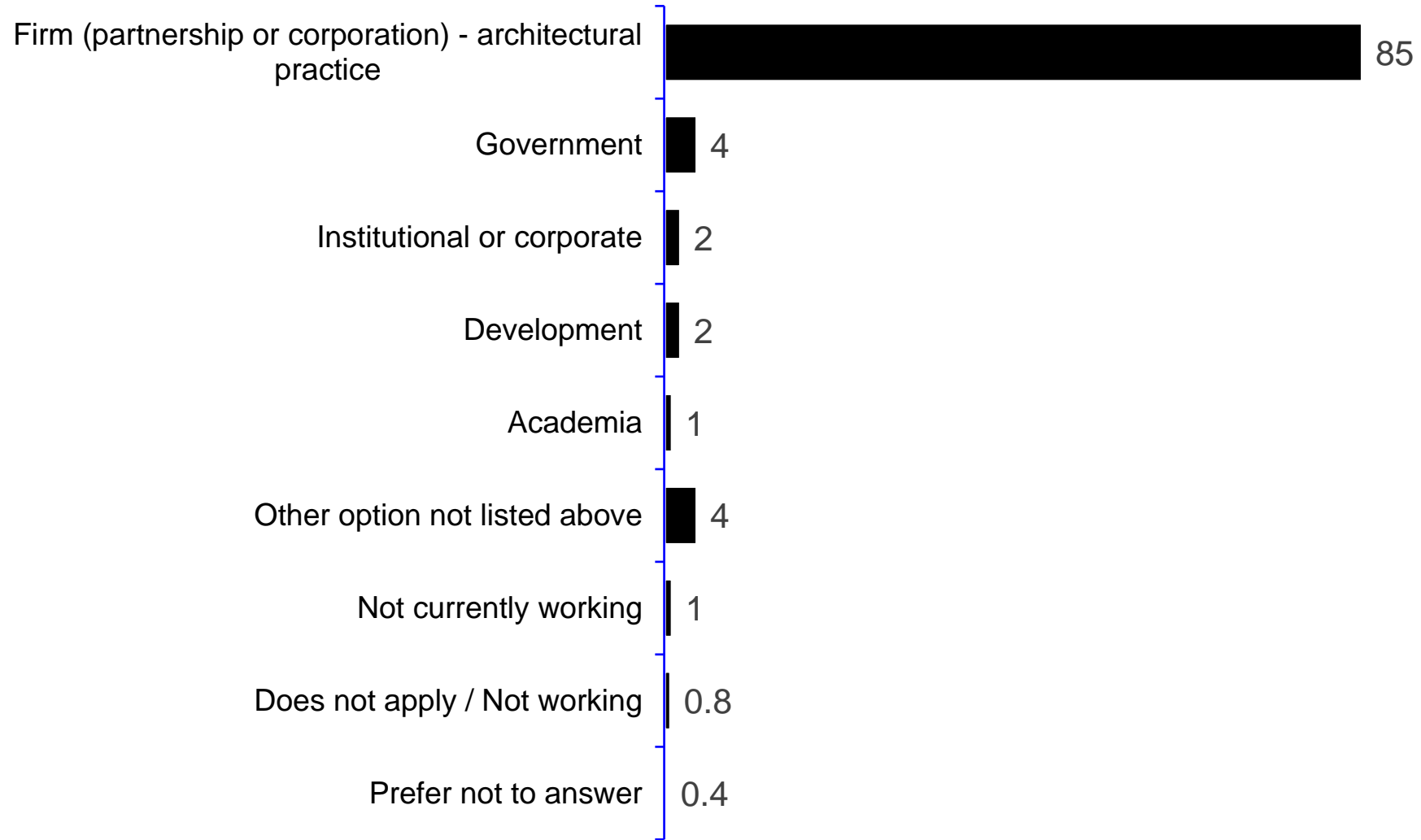
# A7d. Are you satisfied or unsatisfied with your current level of education?



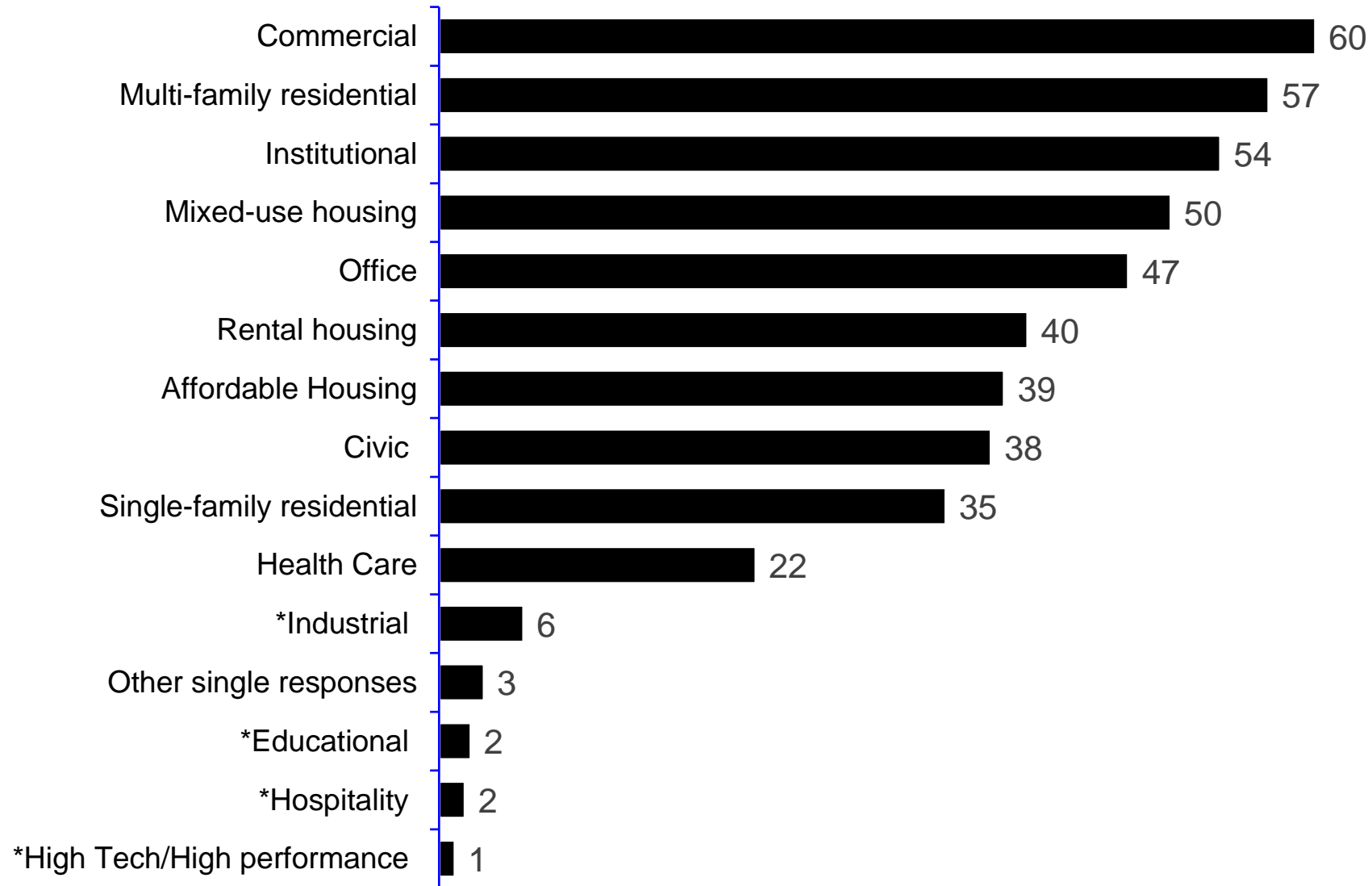
A7g. Did your degree/certificate/diploma adequately prepared you for working in the architecture industry?



## A8. Which of the following best describes your workplace?

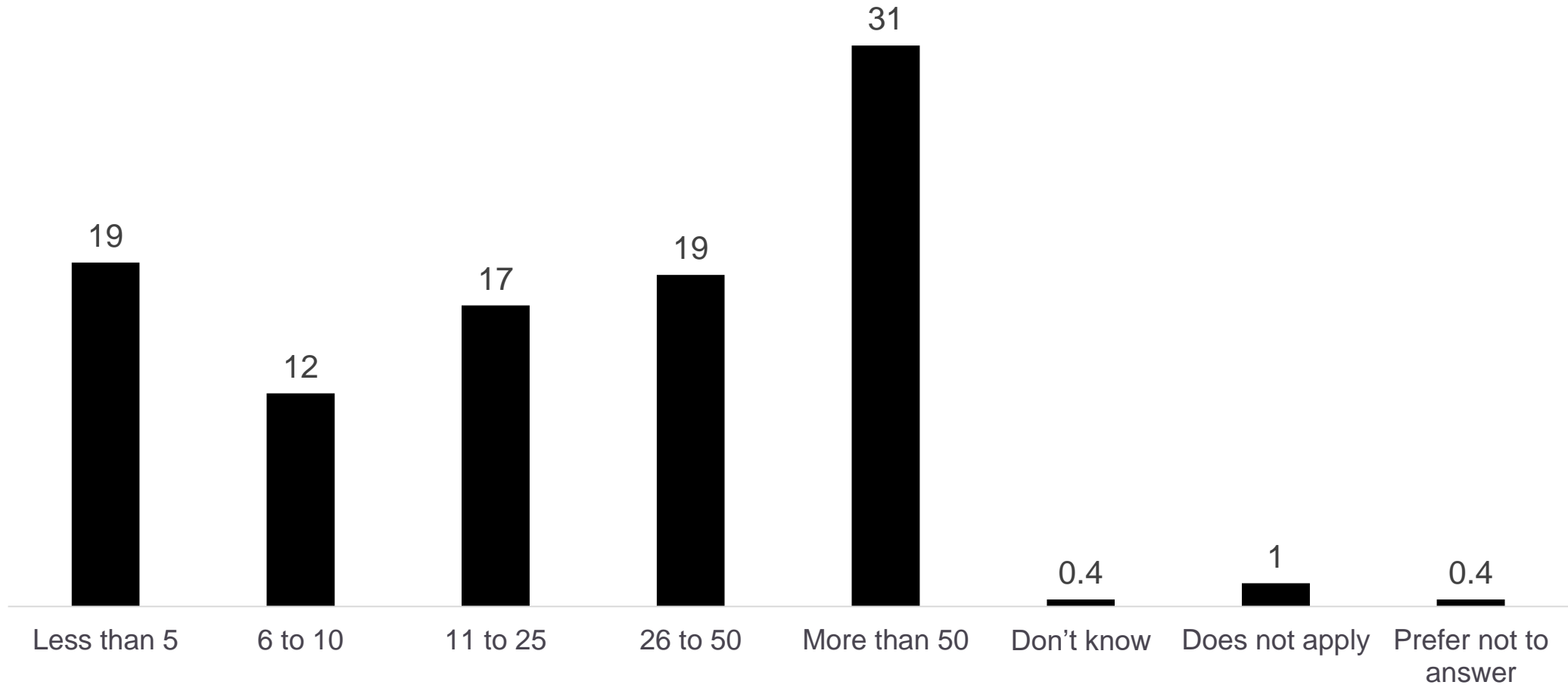


# A11. What is the sector of your work?

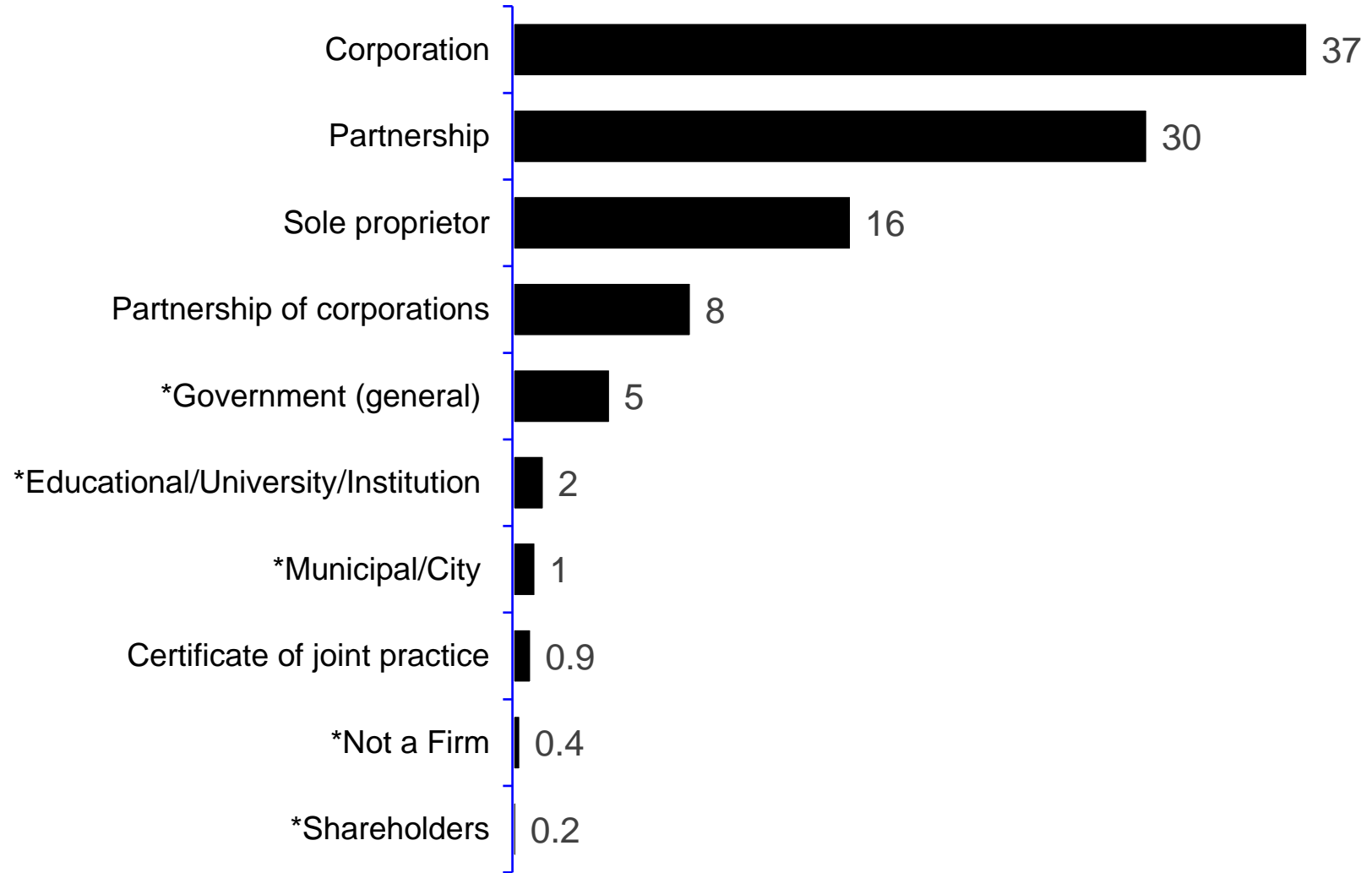


*\*coded open-end 'other' responses*

## A12. Approximately how many people work in your firm?

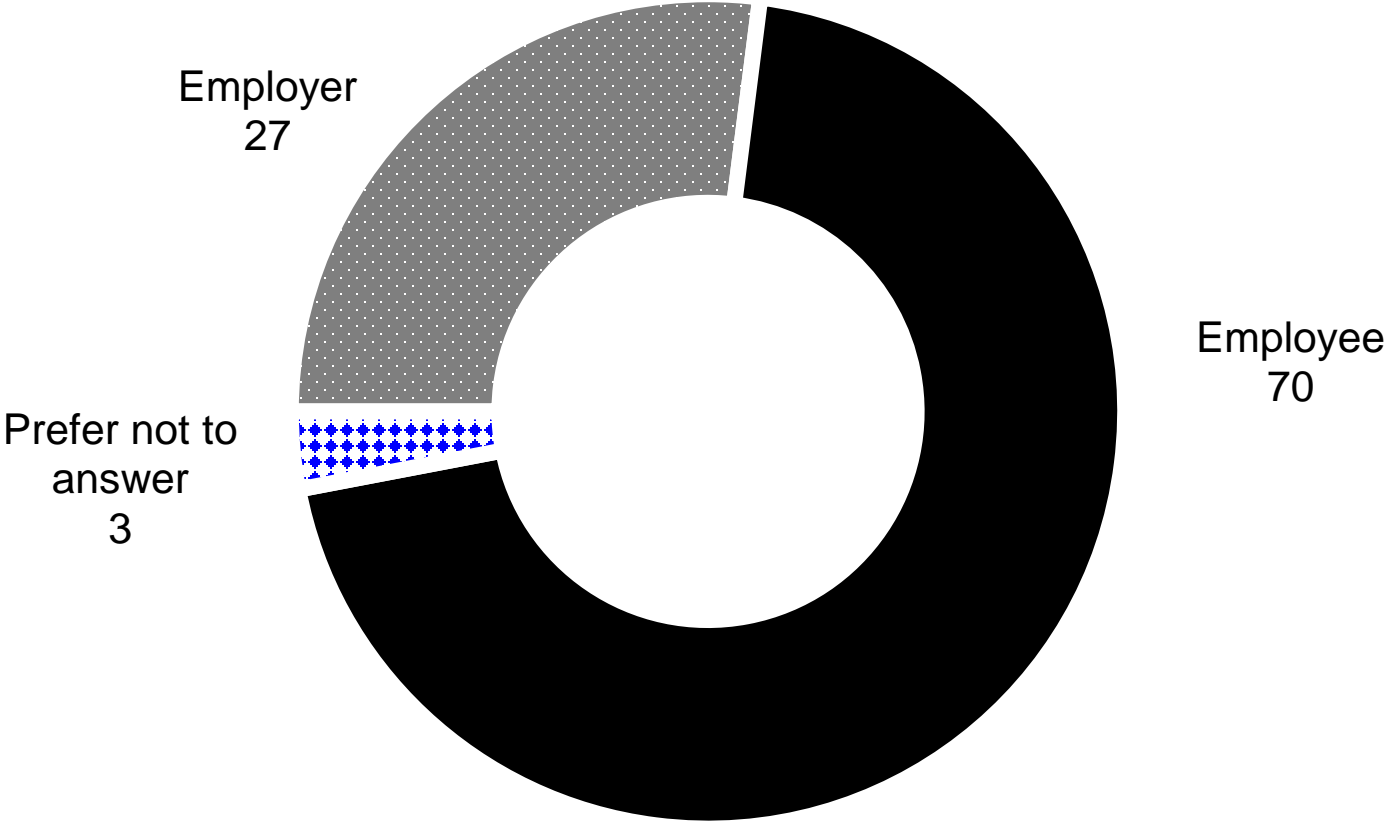


# A13. Please describe the ownership structure of your firm.



*\*coded open-end 'other' responses*

# A14. Are you an employer or an employee?



# Job Satisfaction & Barriers



# Job Satisfaction & Barriers

## Summary of Results

- Almost half (46%) are satisfied with their current job/career in the architecture industry in B.C., rating it 8 through 10 on an 11-point scale (0 to 10) where 10 equals 'extremely satisfied'. Only 4% are unsatisfied (0 through 2 ratings).
  - Men (53%) and those 61 and older (57%) are most likely to be satisfied. Satisfaction increases with age.
  - Those least likely to be satisfied are racialized (25%) or 40 and younger\* (25%).
- The majority (53%) credit the work (satisfying projects, meaningful work, enjoyable work) as the main reason why they are satisfied with their career in the architecture industry in B.C. Other top reasons include 'good employer/supportive employer/great team/co-workers' (40%), 'challenging projects/skills are fully utilized/ variety of projects' (36%) and 'I am the owner/I choose my own projects/work for myself' (20%).
- Almost half see themselves working in the architecture industry in B.C. for more than 10 years or indefinitely. More than one-third (36%) plan to leave the industry within the next decade. As to be expected, this is highest among older respondents (ie: 96% of those 61 to 65 years old), however 46% of those 30 or younger plan on leaving in the next decade, corresponding to the 43% of Intern Architects indicating the same.
- Approximately half (49%) experienced difficulties, barriers or challenges associated with becoming a Registered Architect, or entering the architecture industry, in BC. This is higher among South Asian (68%), West Asian (67%) and Southeast Asian (67%) respondents. Intern Architects are more likely to have experienced difficulties (62%).
- The main difficulties faced in entering the industry in B.C. include 'tedious and time consuming process for exams/bureaucracy to become registered or certified' (44%), 'difficulty gaining experience/lack of employer support/difficulty getting internships' (30%), 'foreign education often not acknowledged/long process for acknowledging out-of-province credentials' (25%) and 'high cost for courses, education and certifications' (17%).

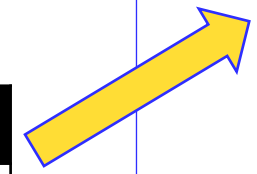
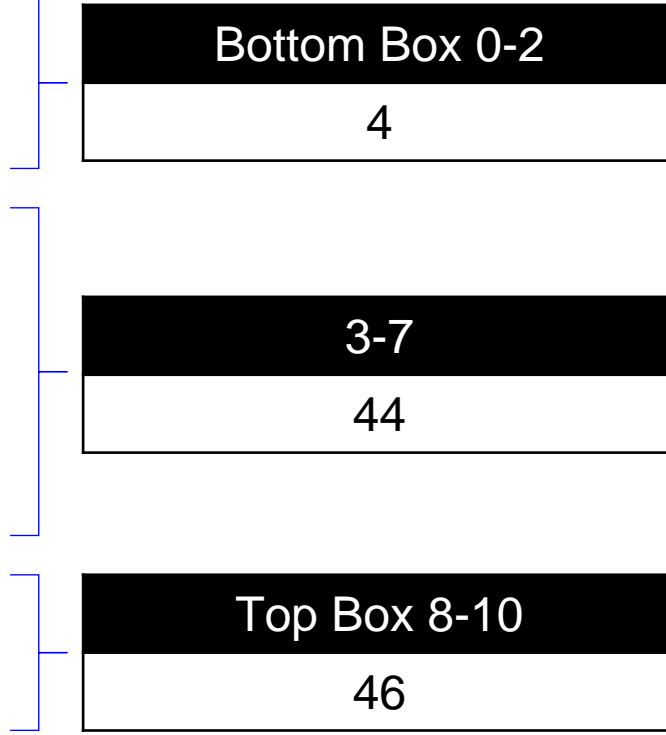
# Job Satisfaction & Barriers

## Summary of Results

- Similar proportions of approximately three-quarters agree that in their current or more recent workplace they feel included (76%) or supported (73%). Only 11% do not feel included, but this increase to 1-in-5 of those living with a disability (20%) and First Nations respondents (21%). 1-in-5 persons living with a disability do not feel supported in their workplace.
- Almost three-quarters (73%) agree they feel supported in achieving their professional goals in their workplace.
- There is also majority agreement that employers help support a work/life balance (69%), support caregiving responsibilities outside of work (67%) and support family planning, such as having children (61%).
- Just under one-third (31%) agree that they experience barriers to advancement/success/achievement. This is highest among persons living with a disability (44%) and First Nations respondents (42%). Women are more likely to experience barriers (33%) than men (21%).
- 14% agree that they experience discrimination in the workplace. This increases to one-quarter (25%) among racialized respondents, 22% with those under 40 years old, and 21% with those living with a disability.
- Harassment or bullying is experienced in the workplace by 12% of respondents, which increases to approximately one-in-five (19%) among racialized respondents.
- The majority (52%) indicate that the AIBC path to registration does not support external pressures, such as being a parent. One-quarter (25%) think the path to registration does support these external pressures, however only 4% say it 'definitely' does (21% say 'somewhat').

B1. Using the scale below, indicate your level of satisfaction with your current job/career in the architecture industry in BC.

	Total%
Not at all satisfied - 0	2
1	0.4
2	1
3	3
4	4
5	7
6	13
7	20
8	23
9	12
Extremely satisfied - 10	11
Don't know	1
Does not apply	2
Prefer not to answer	0.2

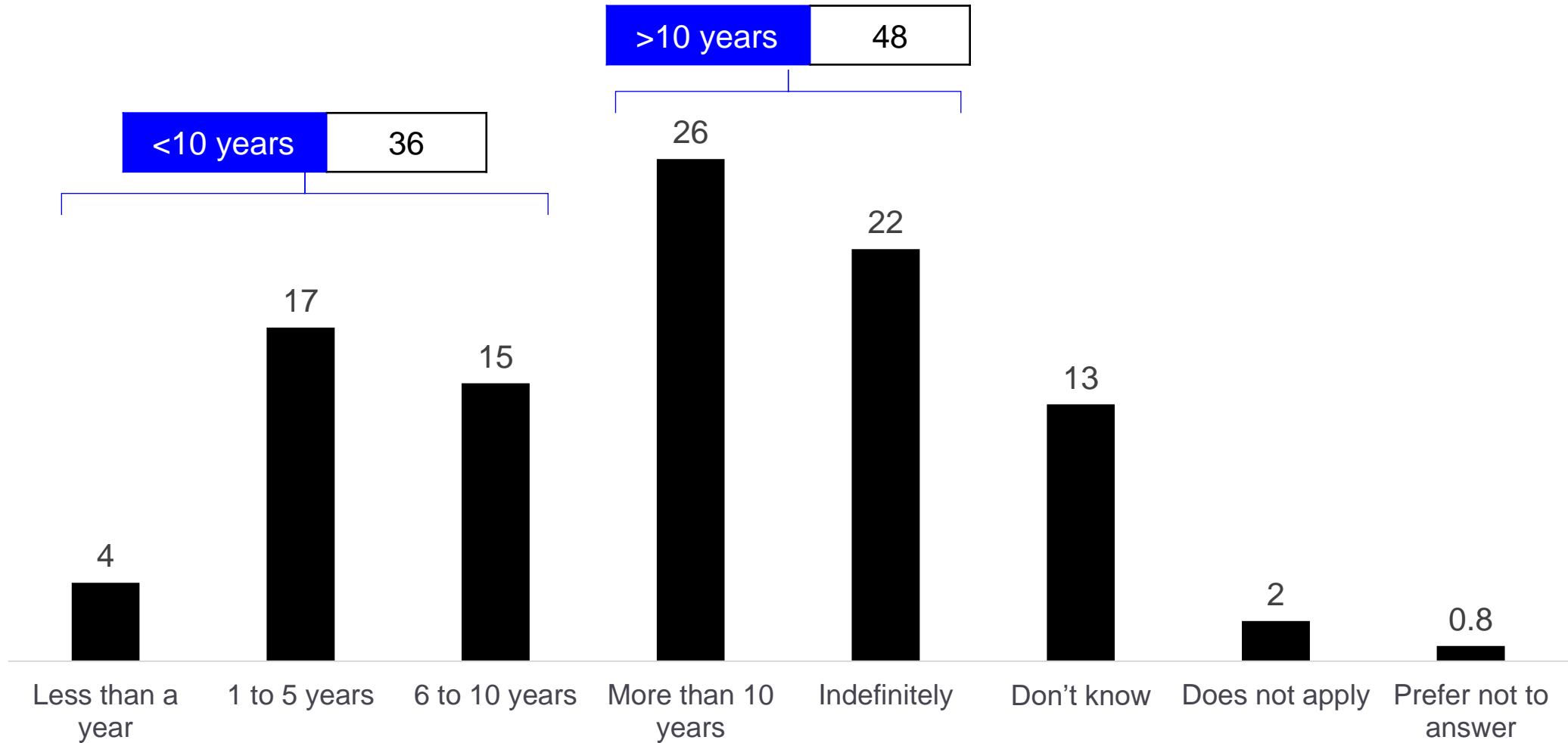


	TOP BOX
Total Sample	46
Racialized	25
First Nations, Métis, Inuit	33
Persons with disability	37
Men	53
Women	41
40 and younger	25
41 to 60	37
61 and older	57

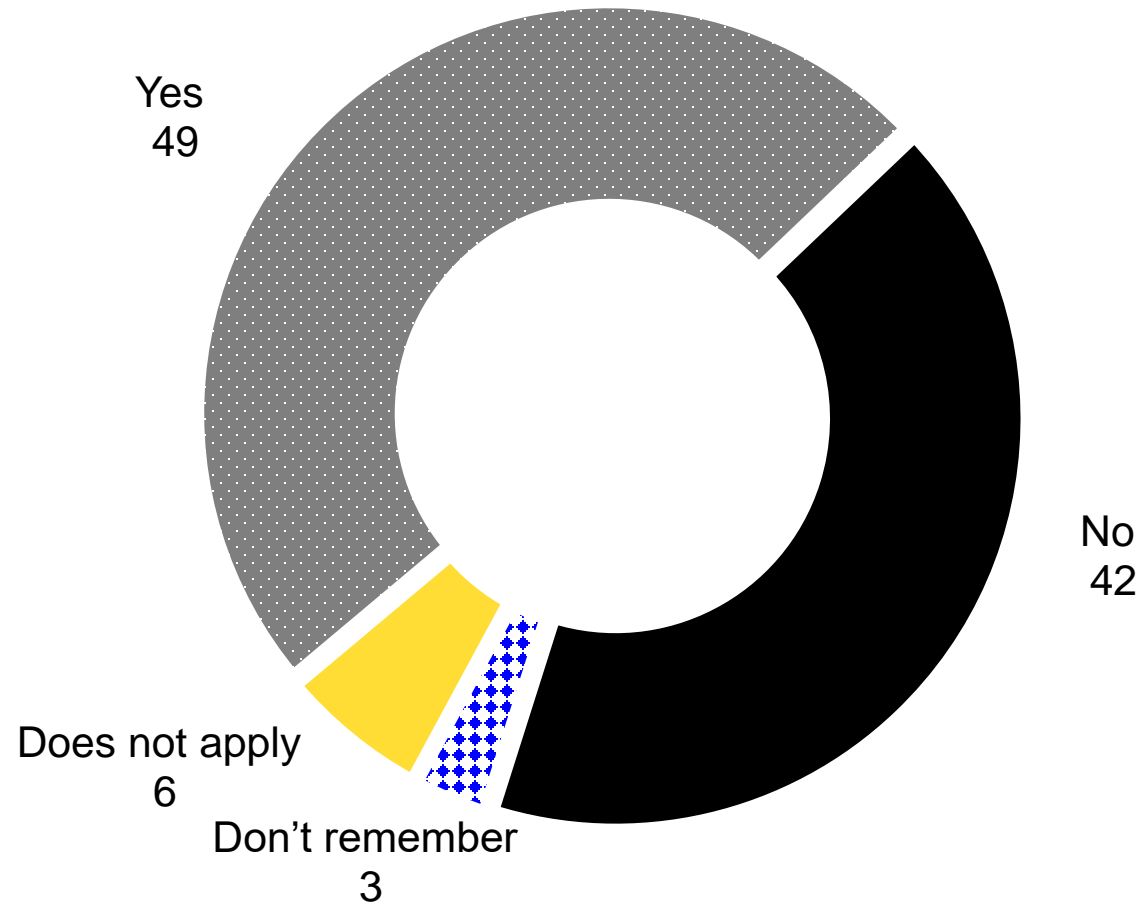
## B2b. Why are you satisfied with your current job/career in the architecture industry in BC? (coded open-end responses)



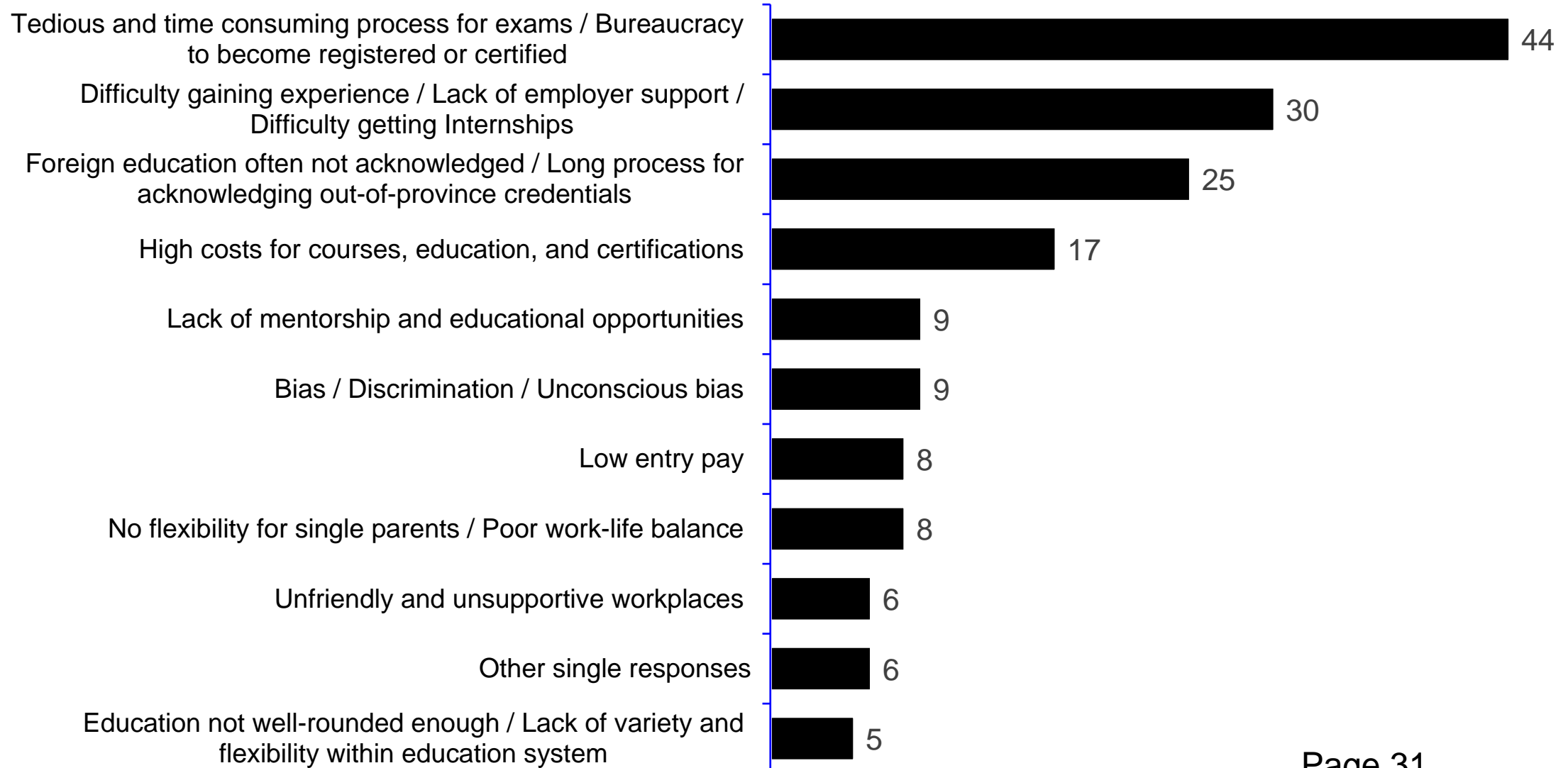
### B3. How much longer do you see yourself working in the architecture industry in BC?



B4. Did you experience any difficulties, barriers or challenges associated with becoming a registered architect, or entering the architecture industry, in BC?



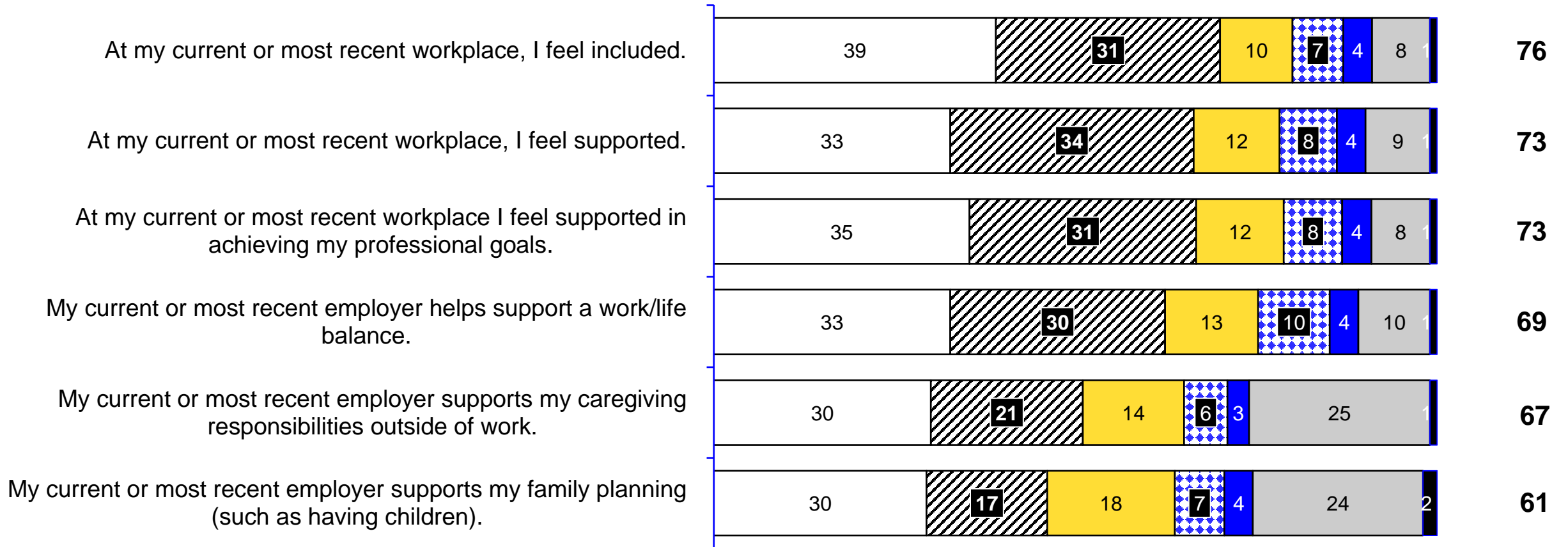
## B5. What difficulties, barriers or challenges did you face with becoming a registered architect, or entering the architecture industry, in BC? (coded open-end responses)



B6. In answering the following questions, please consider your own personal experiences within your workplace in the last year. **[POSITIVE EXPERIENCES]**

□ Strongly agree   ▨ Somewhat agree   ■ Neutral   ▩ Somewhat disagree   ■ Strongly disagree   □ Not applicable   ■ Prefer not to answer

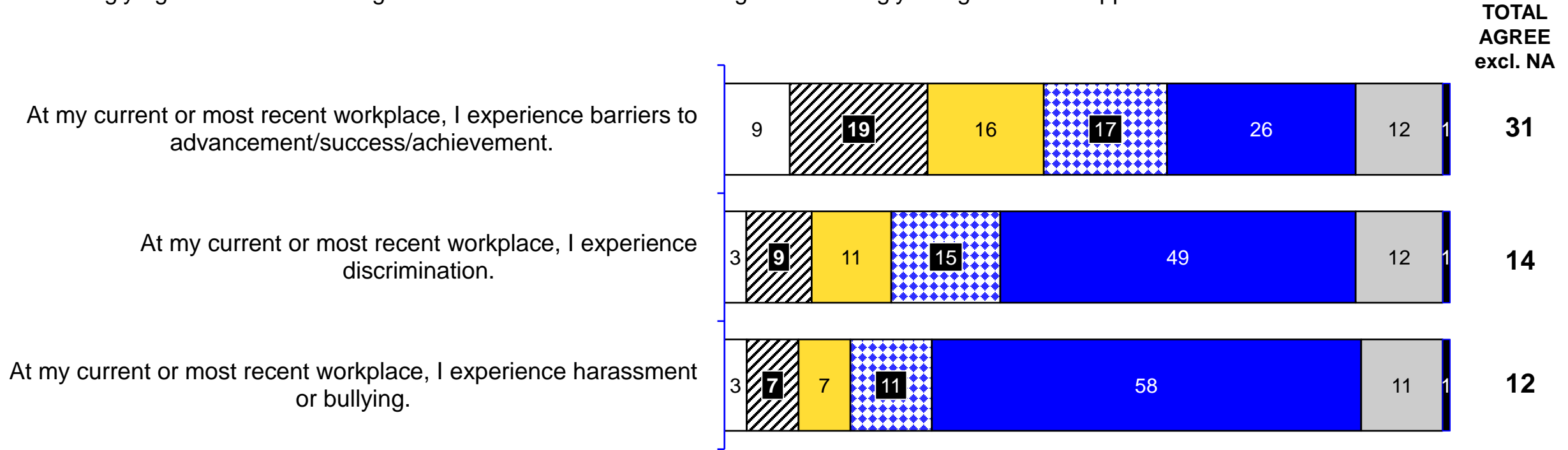
**TOTAL  
AGREE  
excl. NA**



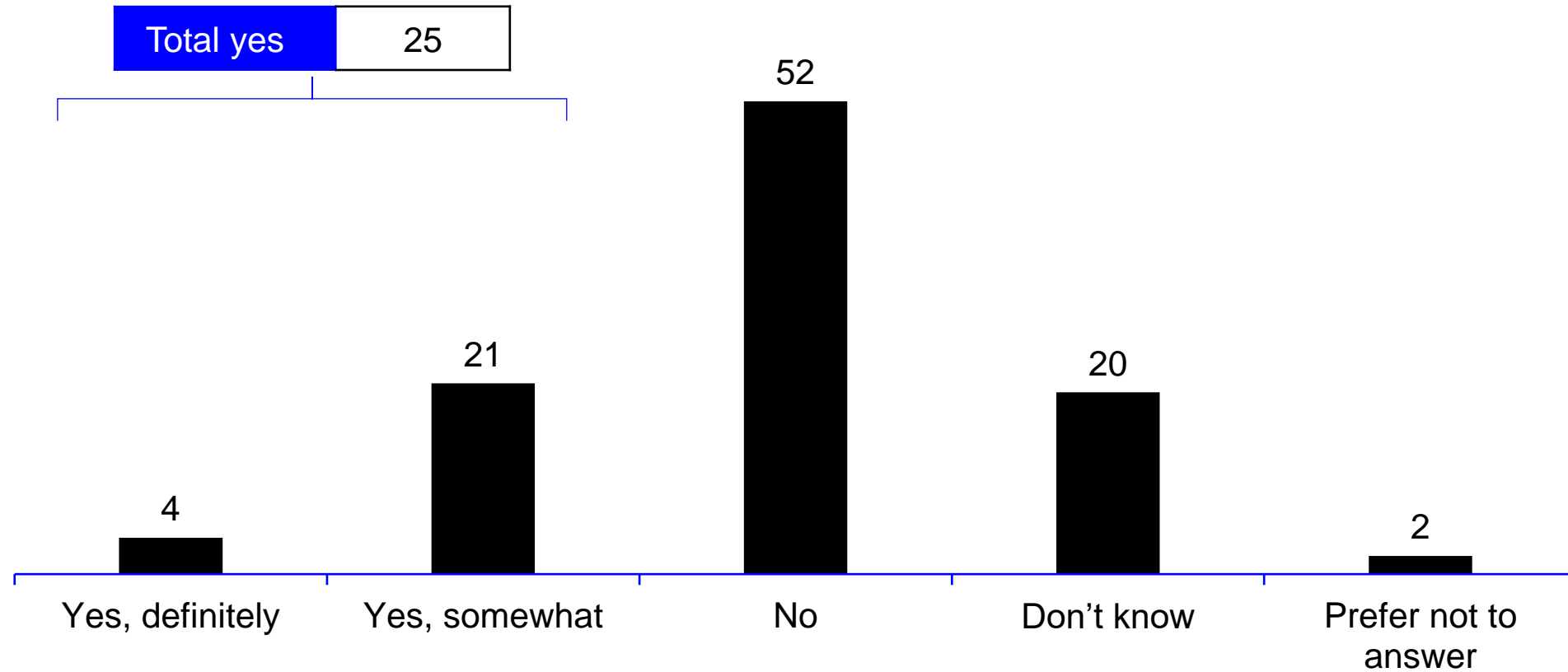


B6. In answering the following questions, please consider your own personal experiences within your workplace in the last year. [\[NEGATIVE EXPERIENCES\]](#)

Strongly agree  
  Somewhat agree  
  Neutral  
  Somewhat disagree  
  Strongly disagree  
  Not applicable  
  Prefer not to answer



B7. Does the AIBC path to registration support your external pressures, such as being a parent? ('not applicable' responses removed)



# Demographics

# Demographics

## Summary of Results

- The sample is 48% women and 48% men, which is in line with B.C. demographics (18+). Two percent (2%) identify as non-binary and 1% as transgender.
- The plurality of respondents (37%) are between 31 and 40 years old and a further 23% are aged 41 to 50.
- Two-in-five (41%) have children under the age of 25 living in their household.
- Two-in-five also have daily care-giving responsibilities that affect their work/career. Just under one-in-three (29%) have child care responsibilities, 6% elder care, 2% care for a person with a disability and 6% have other care-giving responsibilities.
- Of those with care-giving responsibilities, the majority (60%) have taken leave for them.
- 15% identify as living with a temporary or permanent physical, mental health, or developmental disability or as neurodivergent. Five percent (5%) require accommodations in the workplace due to a functional limitation.
- A plurality of over one-third (35%) have an annual income between \$70,000 and \$100,000 per year, before taxes. A similar proportion (37%) have incomes greater than \$100,000. These numbers are much higher than seen in the B.C. general public.

# Demographics

## Summary of Results

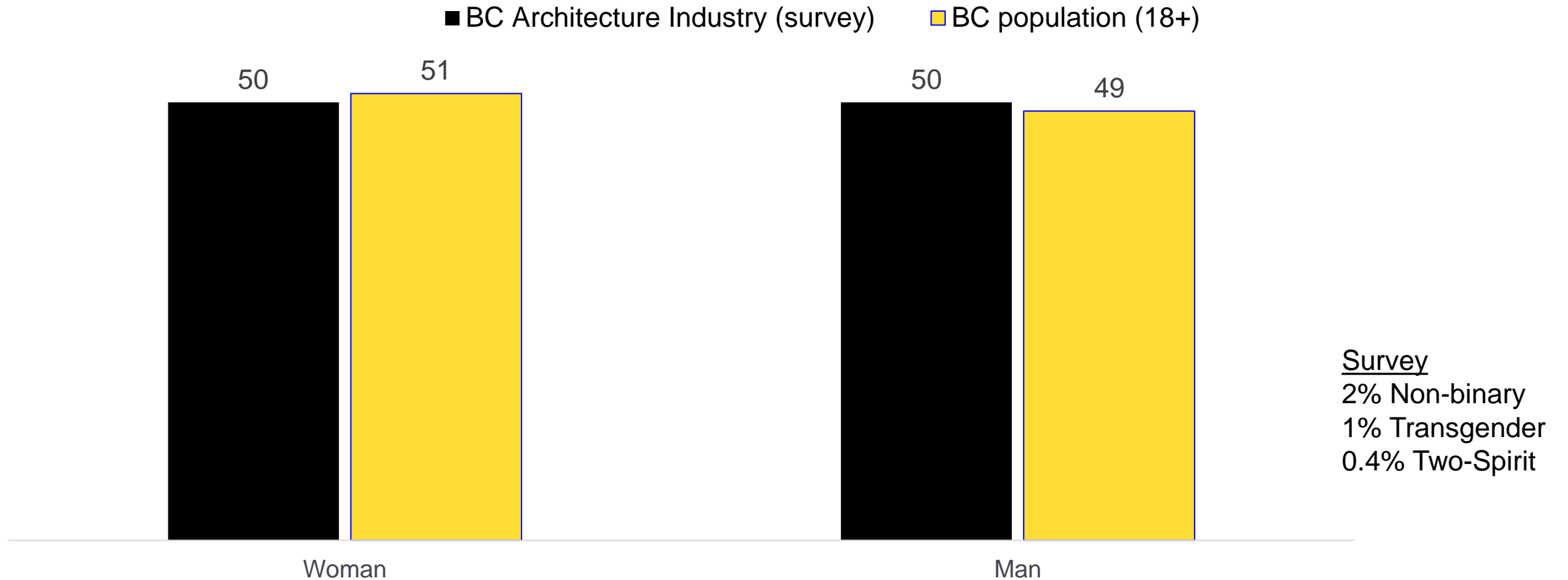
- Just under one-quarter (23%) have profit-sharing included as part of their compensation. Among those with profit-sharing, 36% state it accounts for less than 6% of their compensation, 21% indicate it is between 6-10% of their pay and 19% say it is 11%-30% of their compensation. The approximate mean response is that profit-sharing accounts for 27% of respondents' compensation (among those to receive it).
- Almost three-quarters (72%) are paid to work 36-40 hours per week, however less than half (45%) work those same hours. Two-in-five work 40-50 hours (30%) or 51 or more hours (9%) each week.
- Almost two-in-five (38%) are paid overtime, with 25% indicating they are always paid overtime and 13% sometimes. Internet Architects are most likely to be paid for their overtime work (63%). This is lowest among Principal Architects (16%).
- Three-quarters (76%) have health benefits provided by their employer and 52% are provided continued education.
- The vast majority of respondents (84%) work in an urban setting, 12% suburban and 3% rural.
- Nine-in-ten (90%) are English first-language speakers (compared to 79% of the B.C. population). Chinese/Cantonese/ Mandarin speakers are under-represented by half (3% compared to 6% of the general population).

# Demographics

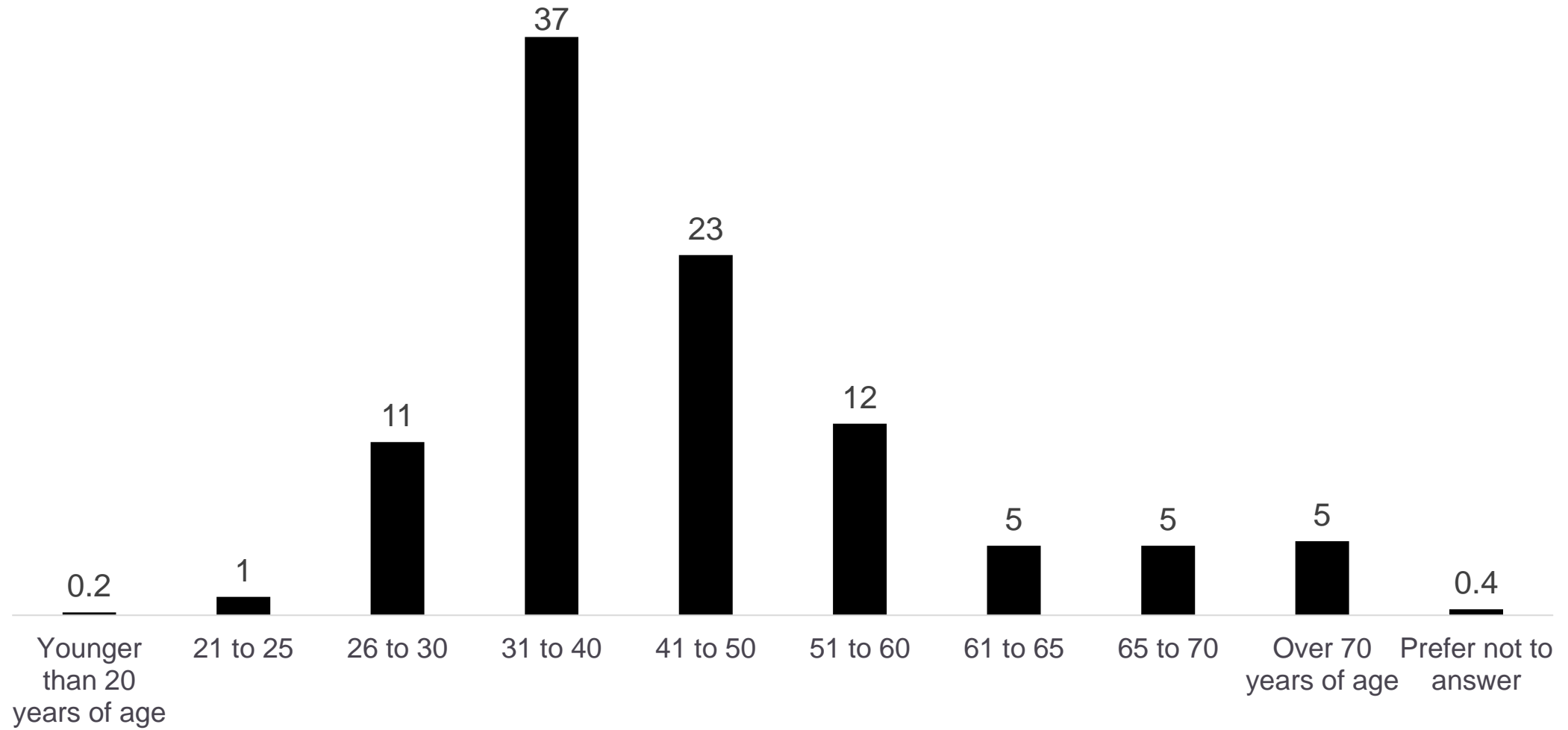
## Summary of Results

- First Nations, Métis and Inuit persons are adequately represented in the survey sample (6%), matching the B.C. population (6%).
- When looking at cultural identities, 67% identify as white, matching the B.C. population (66%). 12% identify as East Asian (14% B.C.), 5% West Asian (3% B.C.), 5% South Asian (10% B.C.), 4% Latinx or Latin America (1% B.C.), 4% Indigenous (5% B.C.), 3% Southeast Asian (5% B.C.) and 1% Black (1% B.C.).

# C1. Please indicate your gender. (comparison to B.C. general population stats\*)

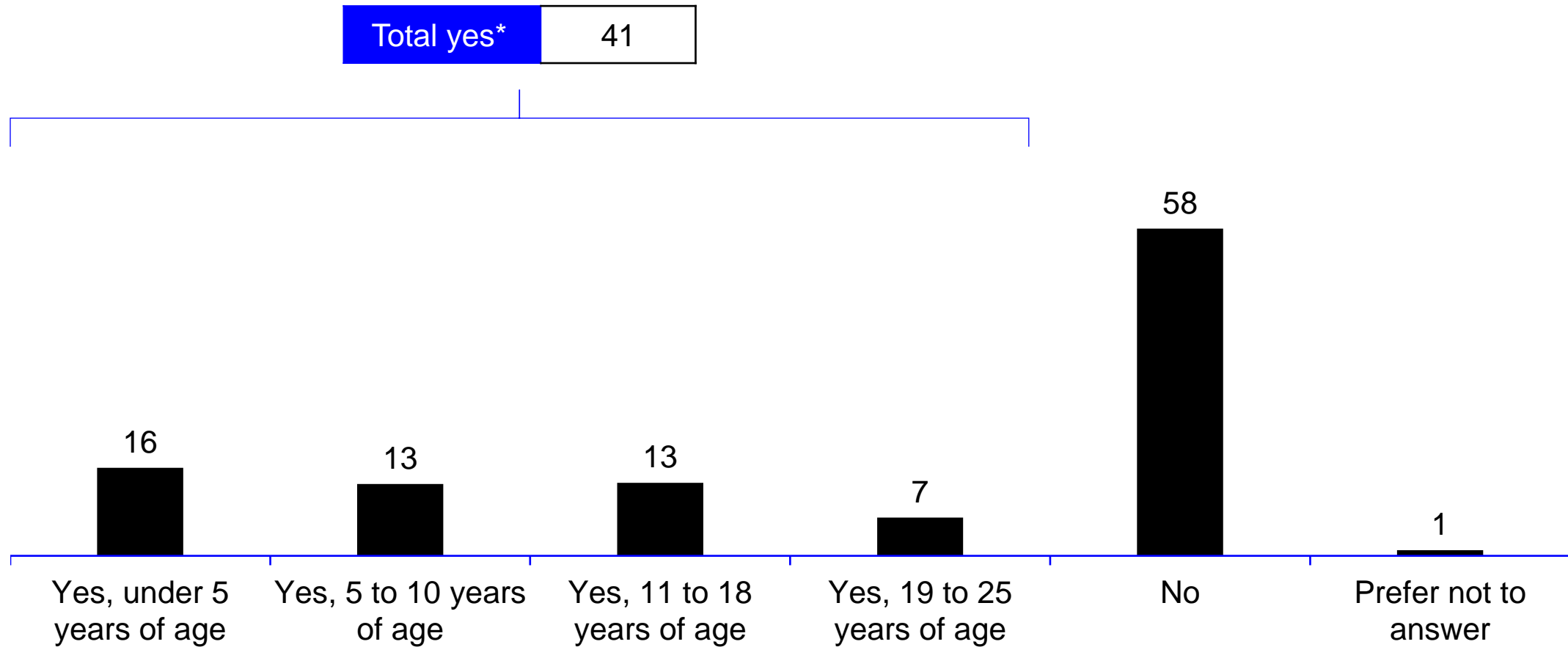


## C2. Please identify your age group.



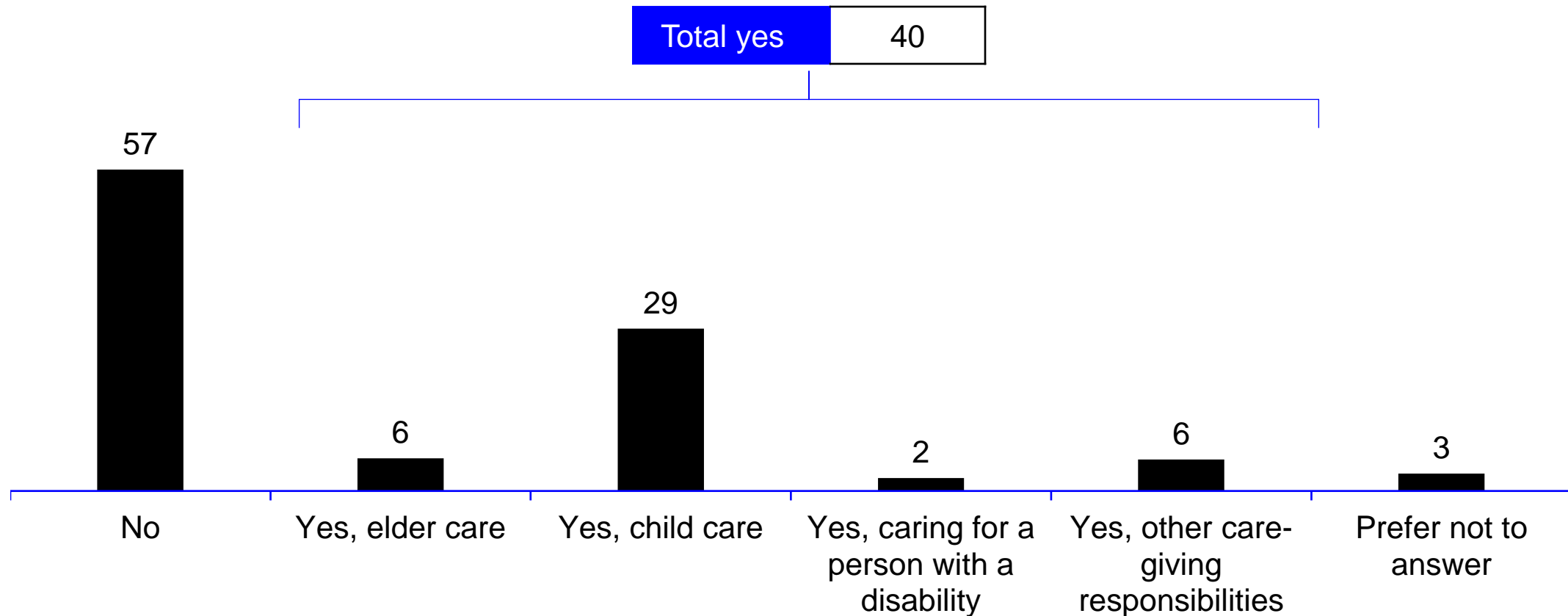


### C3. Do you have a child/children under the age of 25 living in your household?



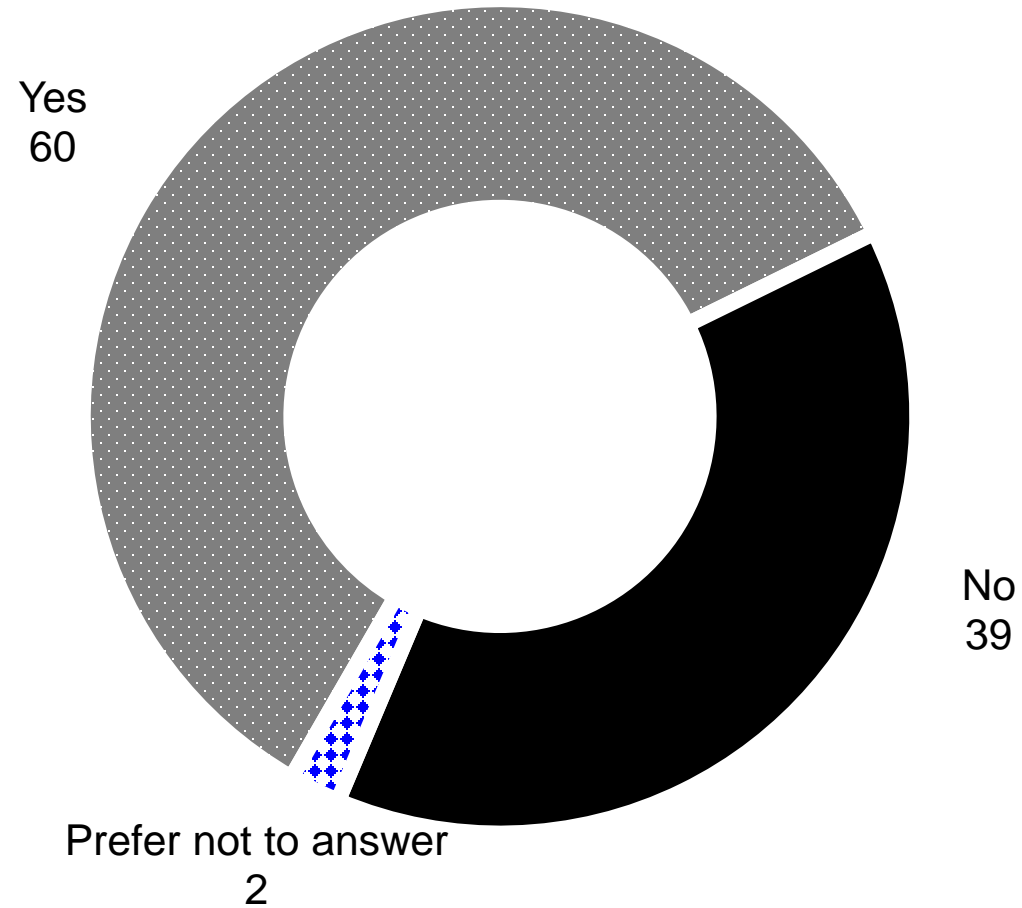
\*multiple responses

## C4. Do you have daily care-giving responsibilities that affect your work/career?

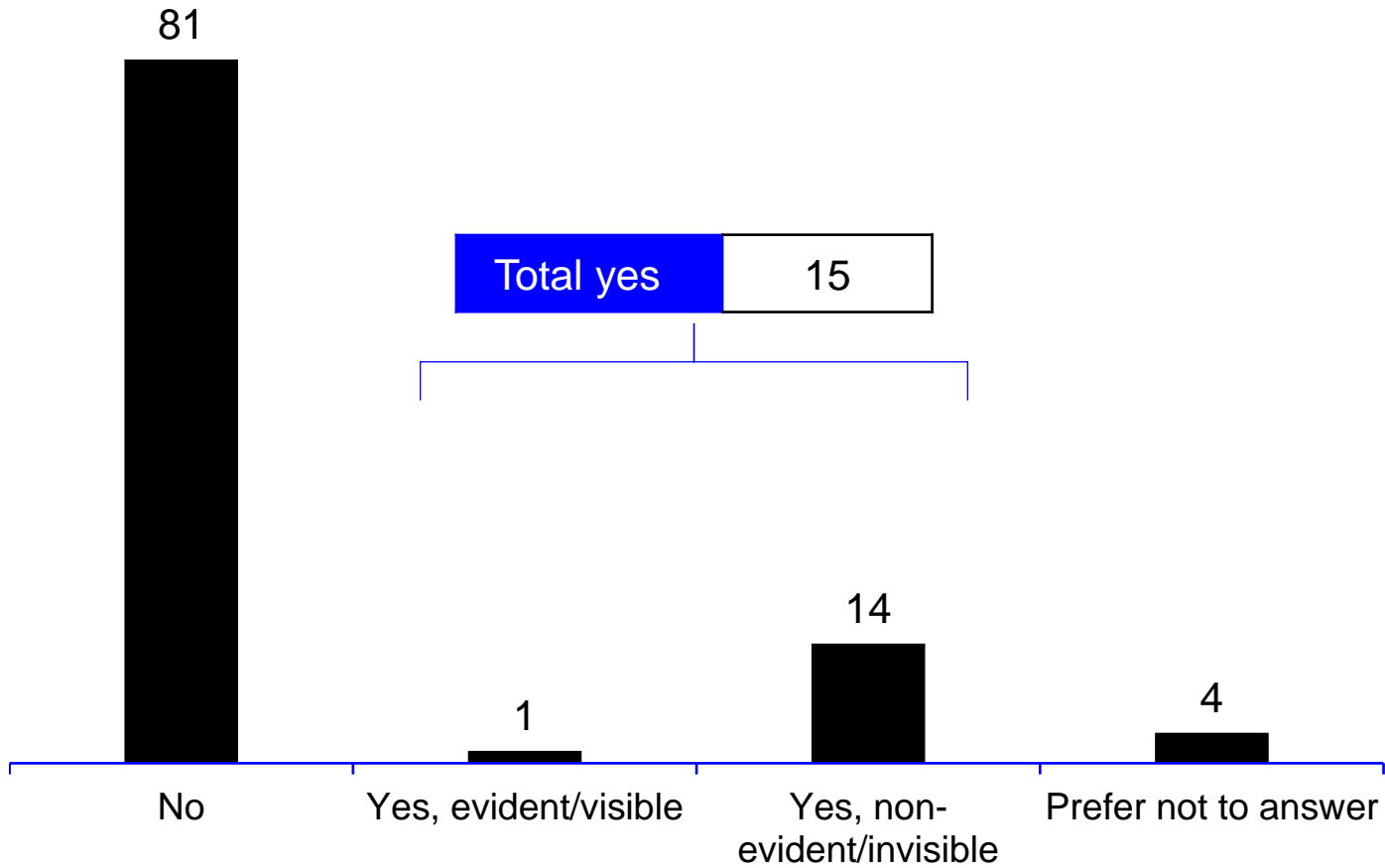


\*multiple responses

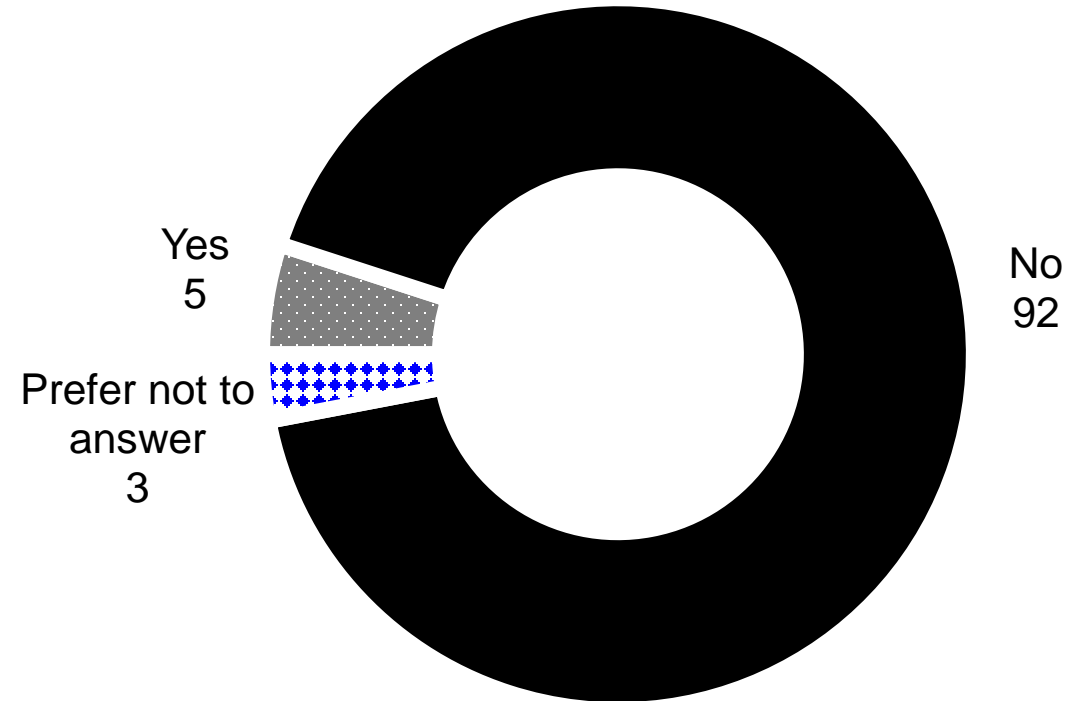
# C4b. Did you take leave for your care-giving responsibilities (i.e., family leave)?



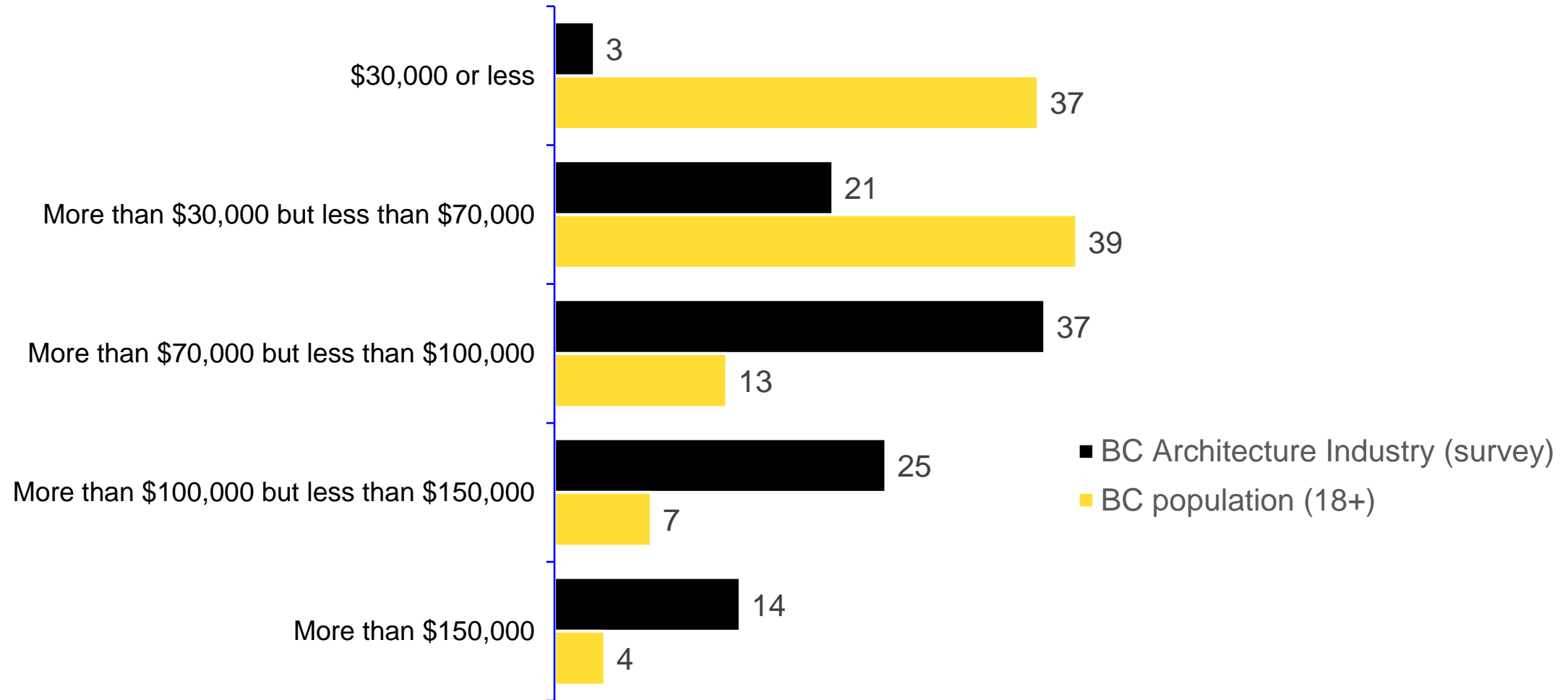
C5. Do you identify as living with a temporary or permanent physical, mental health, or developmental disability or as neurodivergent?



C6. Do you require accommodations in the workplace due to a functional limitation?

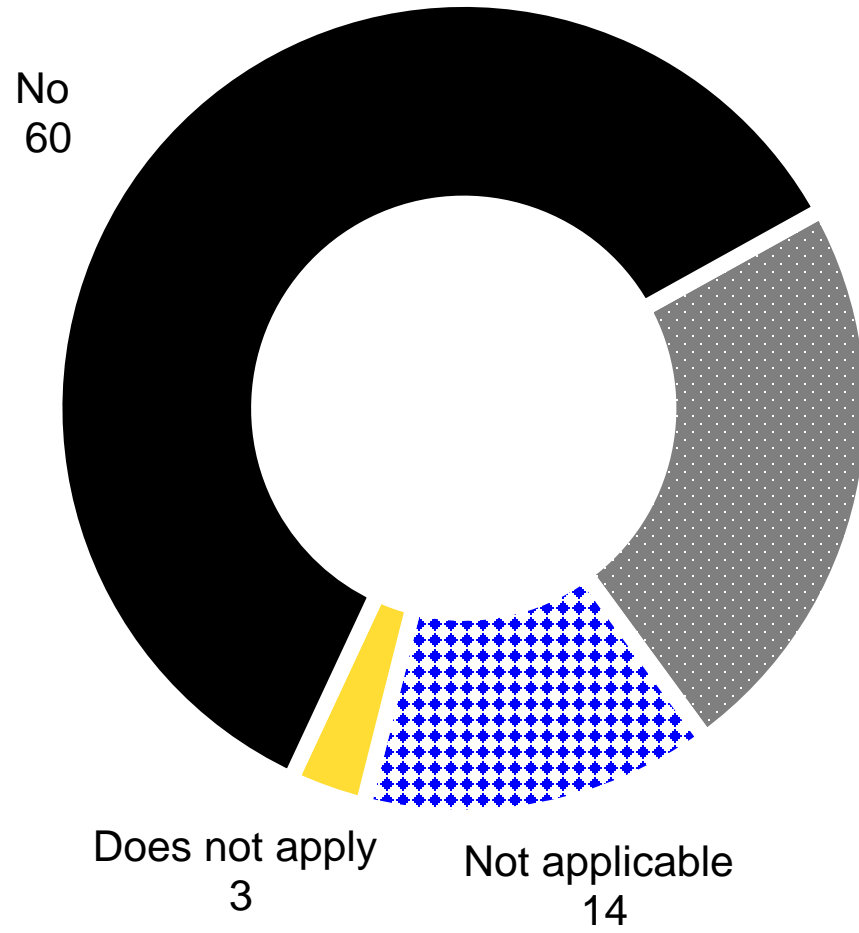


## C7. What is your income, before taxes? (comparison to B.C. general population stats\*)

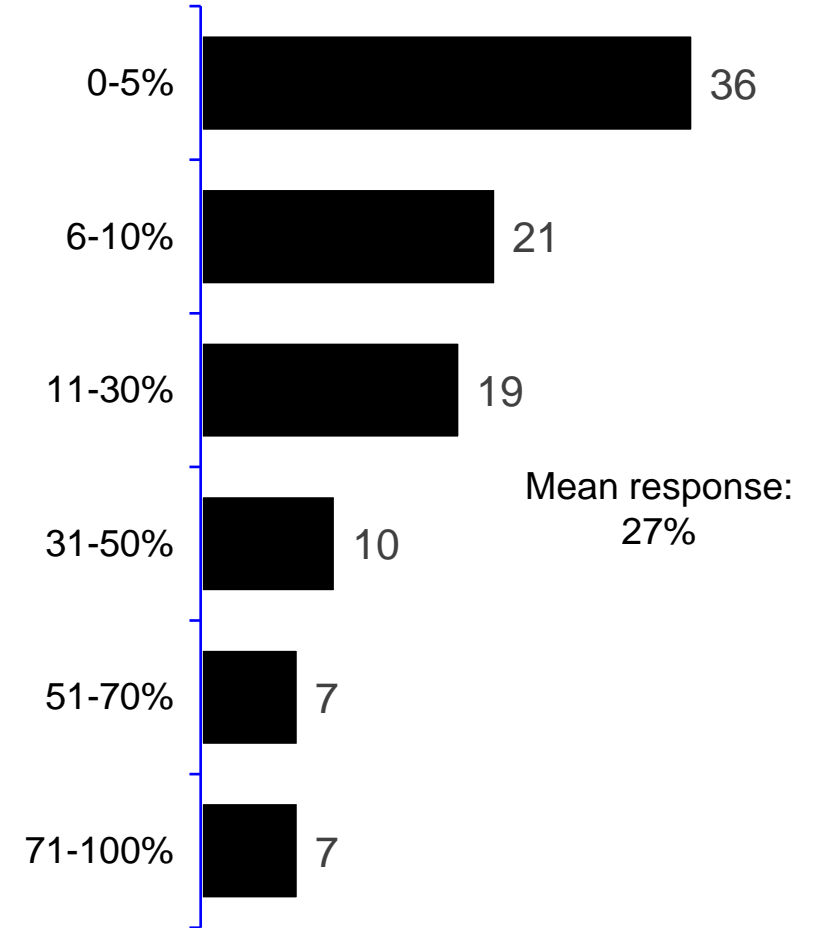


C8. Is profit sharing included as part of your compensation?

C9. Approximately what proportion of your compensation is profit sharing?



n=484

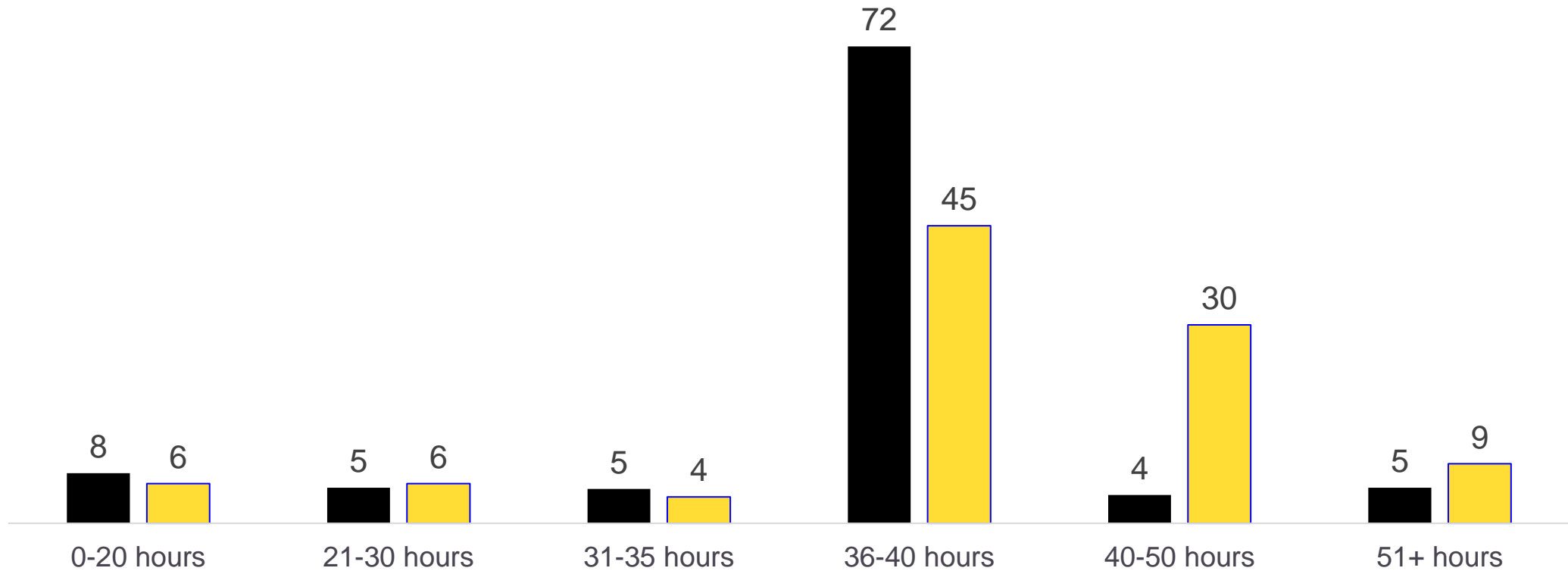


Page 46

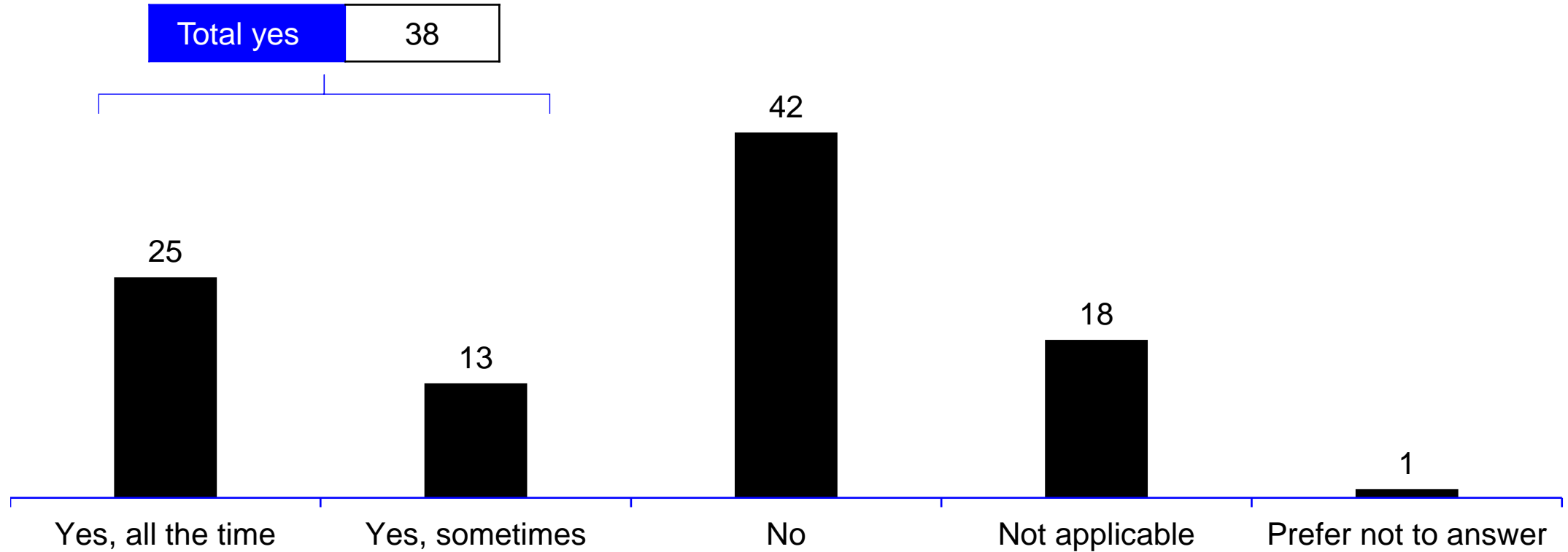
n=112

C11a. What are the average number of hours you are paid to work each week?  
C11b. What are the average number of hours you work each week?

■ Average hours paid to work in a week (Mean=37 hours)  
■ Average hours worked in a week (Mean=41 hours)

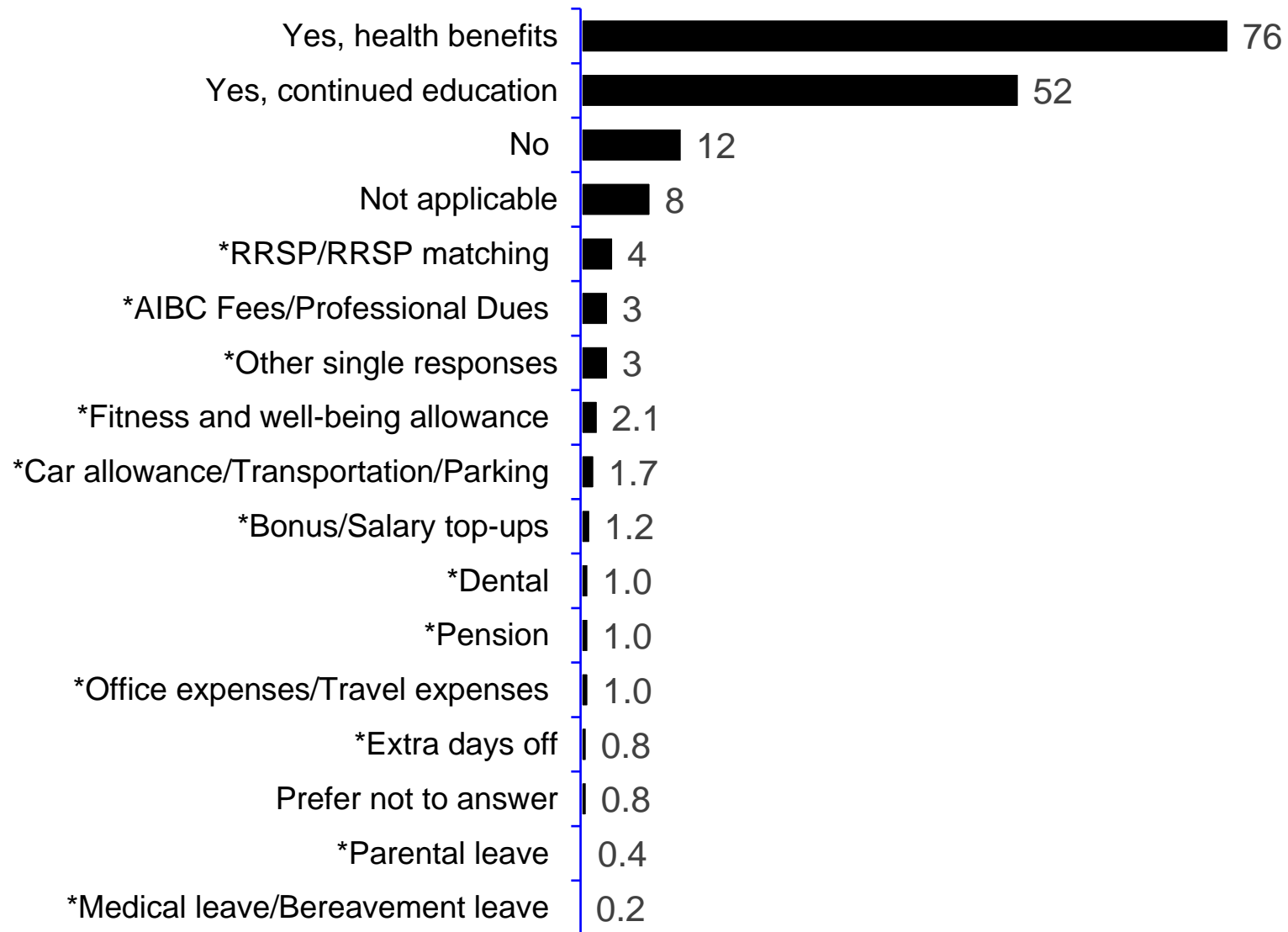


## C12. Are you paid for overtime?



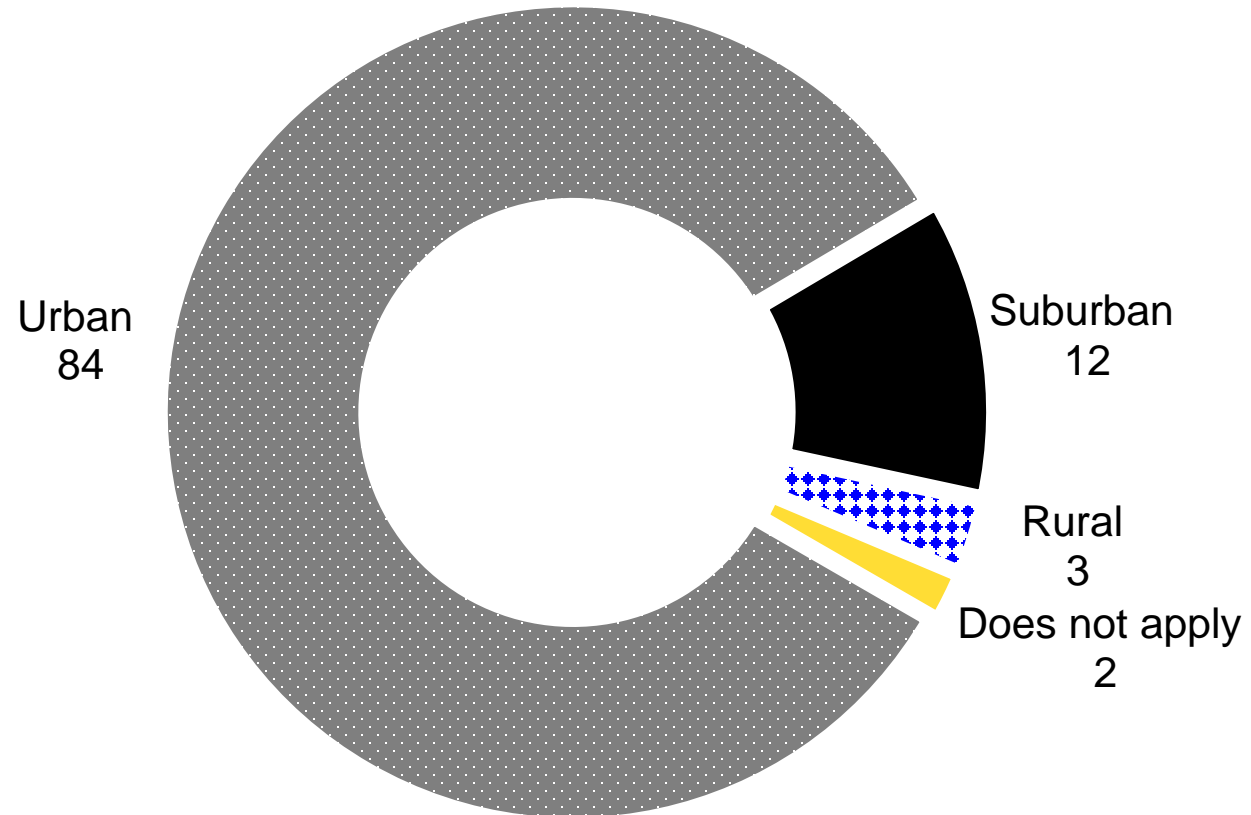


# C13. Does your employer provide benefits?

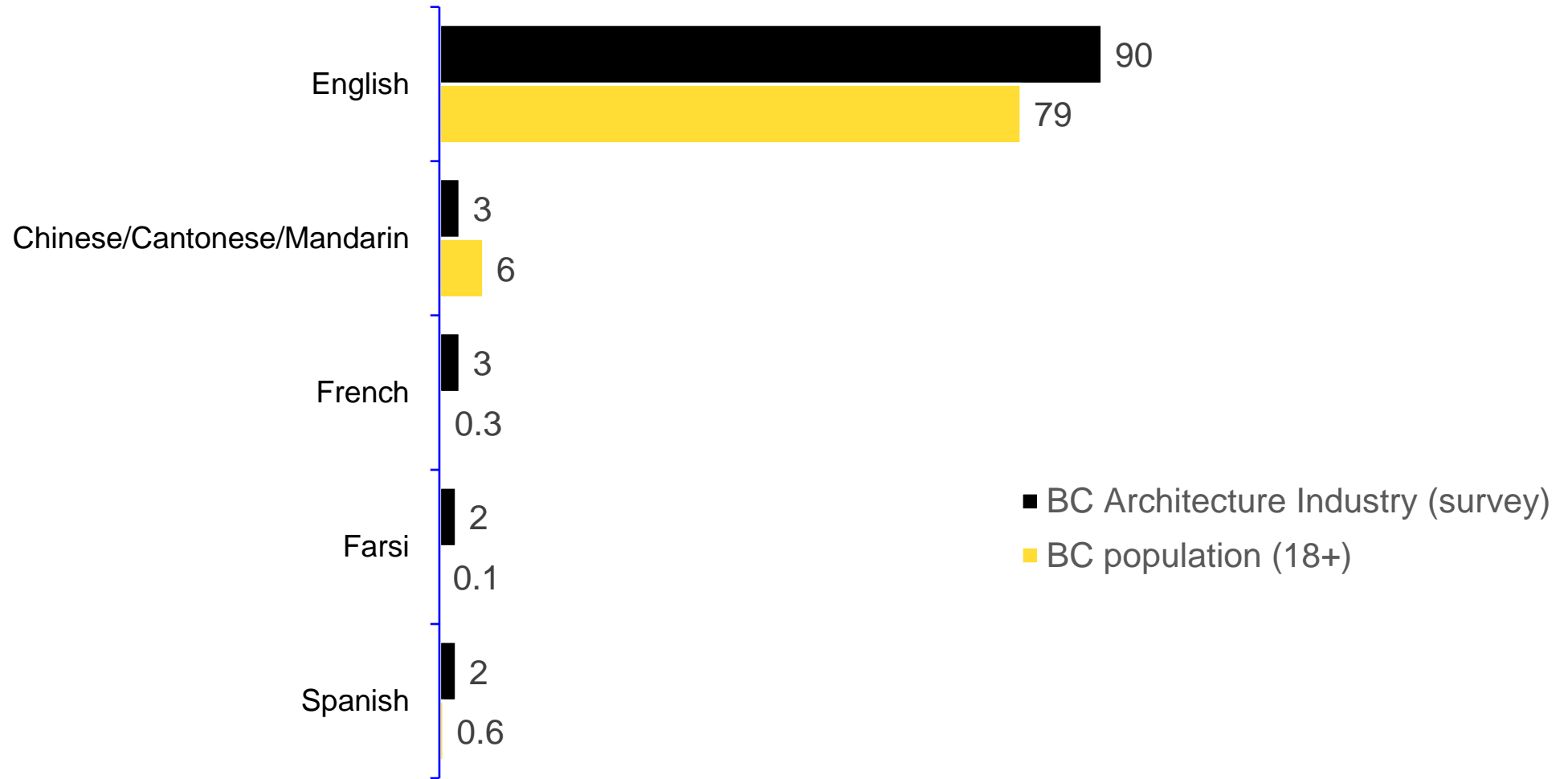


\*coded open-end 'other' responses

C14. Would you describe the location in which your office is located as urban, suburban or rural? This includes a home office if you solely work from home.

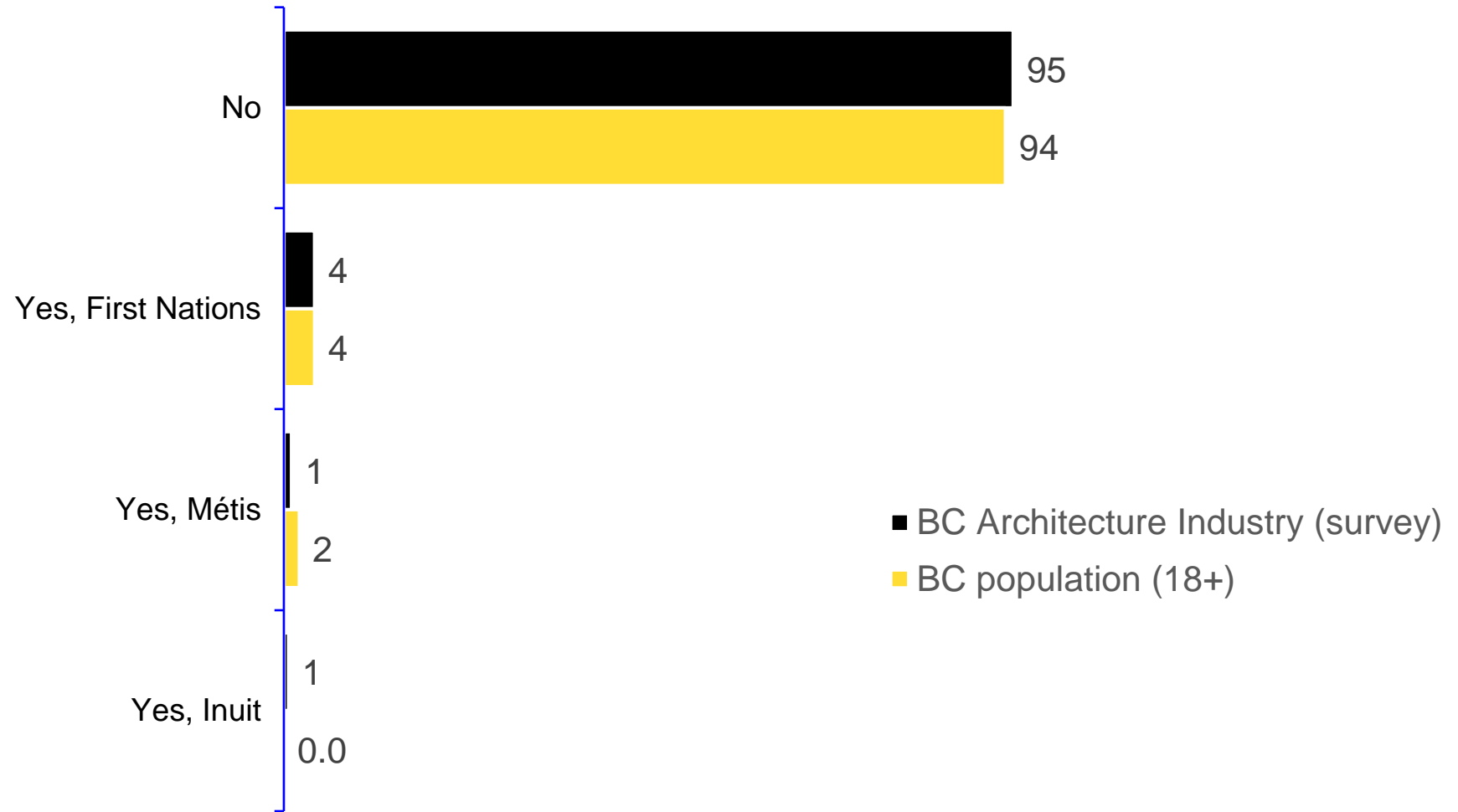


# C15. What is your main language, that is the language in which you are most at ease? (comparison to B.C. general population stats\*)



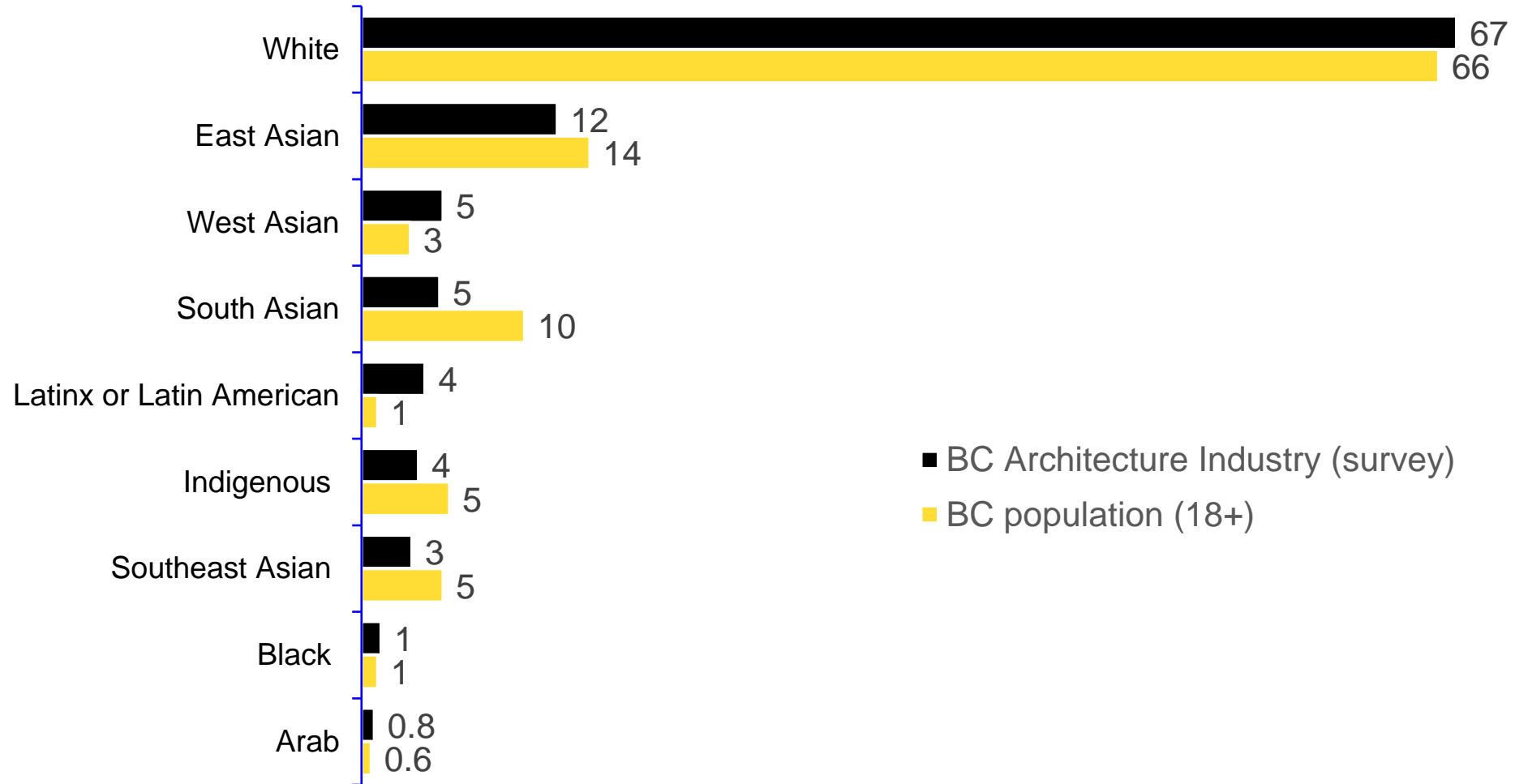
\*Statistics Canada <https://www12.statcan.gc.ca/census-recensement/2021/dp-pd/prof/details/page.cfm?LANG=E&GENDERlist=1,2,3&STATISTIClist=1,4&DGUIDlist=2021A000259&HEADERlist=16,17&SearchText=british%20columbia>

# C16. Do you identify as First Nations, Métis, and/or Inuit? (comparison to B.C. general population stats\*)



\*Statistics Canada [https://www12.statcan.gc.ca/census-recensement/2021/dp-pd/prof/details/page\\_cfm?LANG=E&GENDERlist=1,2,3&STATISTIClist=1,4&DGUIDlist=2021A000259&HEADERlist=.21.19&SearchText=british%20columbia](https://www12.statcan.gc.ca/census-recensement/2021/dp-pd/prof/details/page_cfm?LANG=E&GENDERlist=1,2,3&STATISTIClist=1,4&DGUIDlist=2021A000259&HEADERlist=.21.19&SearchText=british%20columbia)

# C17. Please select all cultural identities that best apply to you. (comparison to B.C. general population stats\*)



\*Statistics Canada <https://www12.statcan.gc.ca/census-recensement/2021/dp-pd/prof/details/page.cfm?LANG=E&GENDERlist=1,2,3&STATISTIClist=1,4&DGUIDlist=2021A000259&HEADERlist=31,30&SearchText=british%20columbia>

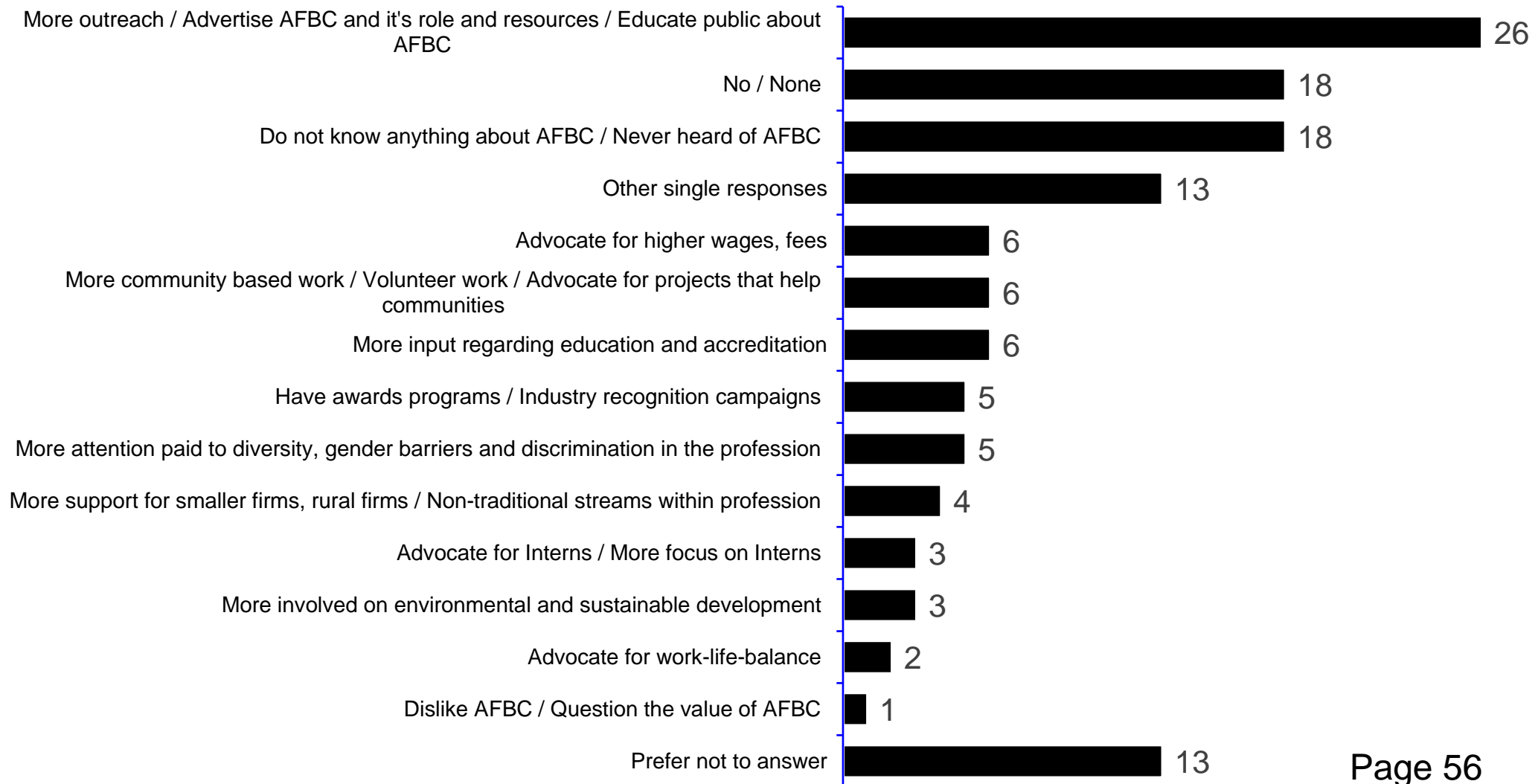
# Closing Questions

# Closing Questions

## Summary of Results

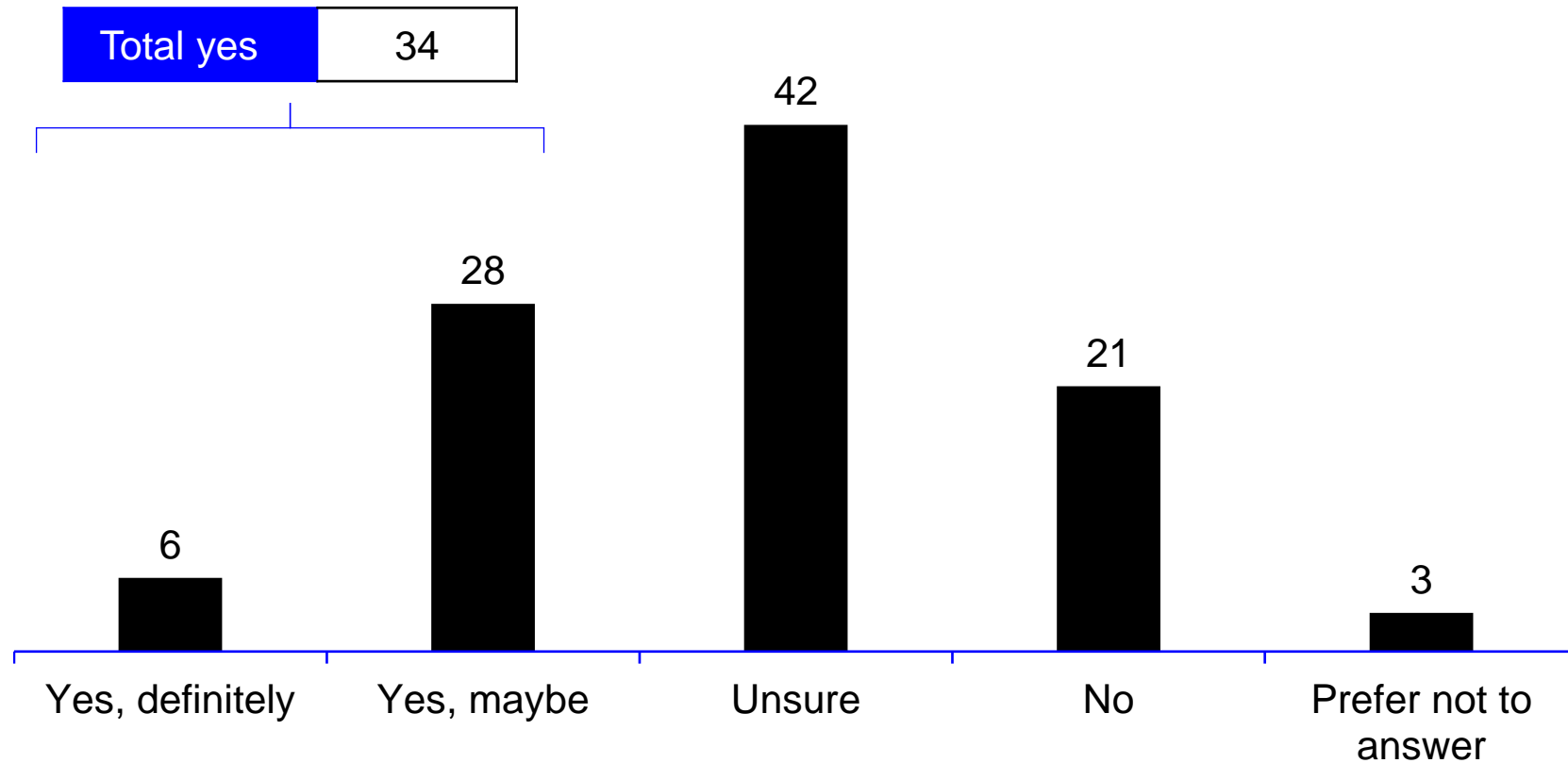
- When asked which AFBC initiatives are considered valuable, or to suggest other initiatives for the AFBC to consider, the top two responses are regarding communication and awareness:
  - ‘More outreach, advertise AFBC and it’s role/resources, educate public about AFBC (26%)
  - ‘Do not know anything about AFBC/Never heard of AFBC’ (18%)
- Among respondents who are not already members of the AFBC, one-third (34%) are considering joining (6% definitely, 28% maybe).
- The most common reason for considering joining the AFBC is ‘to promote the profession/to engage with others in the profession’ (52%). Other top reasons include ‘to learn more about the AFBC mandate/I believe in the AFBC mandate’ (19%), ‘to stay informed/latest industry news’ (16%), ‘to create change within the industry/to advocate for better pay’, ‘working conditions’ (15%), and ‘access to events and seminars’ (14%).
- The majority of those who are not considering joining the AFBC indicate it is because they do not know enough about the organization (48%) or do not see or know the benefits of joining (24%), which ties into previous question responses about the need for an awareness campaign about the AFBC.

C21. The AFBC mandate is to advocate for the profession through collaboration, education and the celebration of excellence. What AFBC initiatives have you found valuable? Are there other initiatives you suggest the AFBC consider? (coded open-end responses)

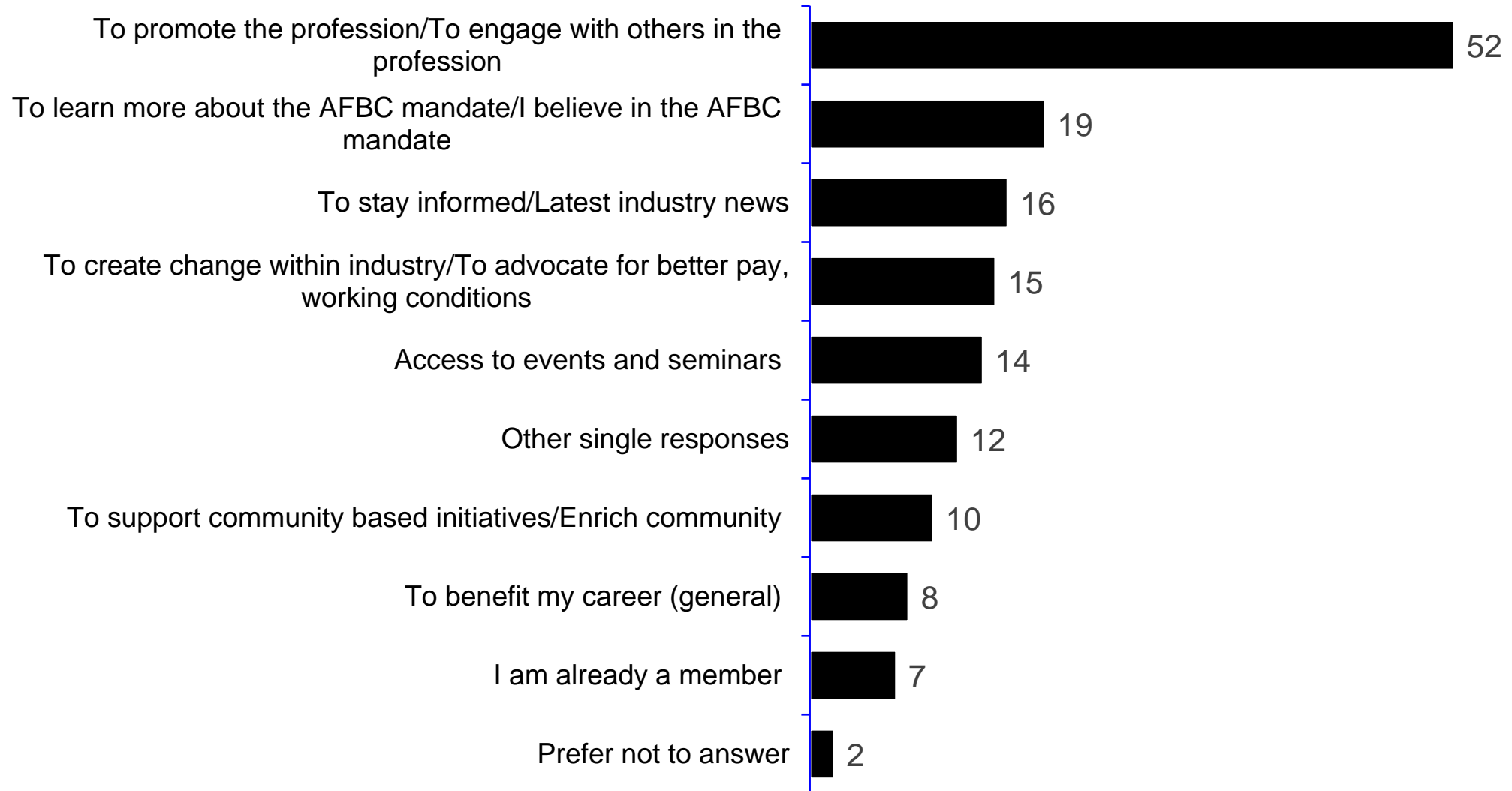




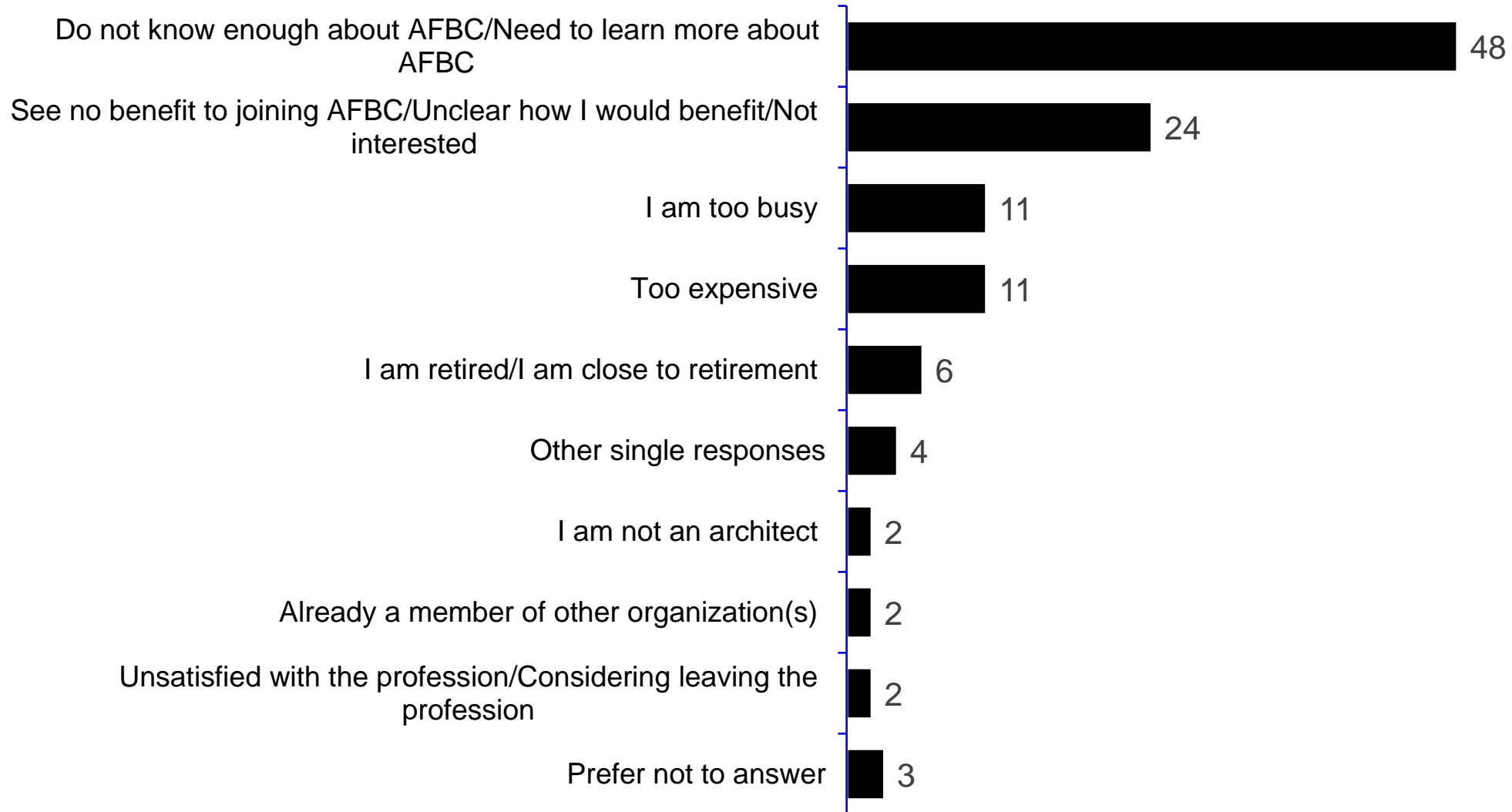
C22. The AFBC mandate is to advocate for the profession through collaboration, education and the celebration of excellence. Are you considering joining the AFBC? (excluding current members)



## C23a. Why are you considering joining the AFBC? (coded open-end responses)



## C23b. Why are you not considering joining the AFBC? (coded open-end responses)



Armand Cousineau  
Director of Research

**email:** [armand.cousineau@stratcom.ca](mailto:armand.cousineau@stratcom.ca)

Grace Zhang  
Research and Data Assistant

**email:** [grace.zhang@stratcom.ca](mailto:grace.zhang@stratcom.ca)



# STRATCOM