



EVERYBODY COUNTS

Cultural mapping of the Purposefest audience, 2025

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BROAD OVERVIEW



SURVEY EXPERIENCE

113

participants



28%

of the audience

What was the survey about?

RELIGION / WORLDVIEW

COUNTRIES

LANGUAGES

CULTURES AND PRIORITIES

PROFESSIONAL EXPERIENCES

DEMOGRAPHIC AND PERSONAL ATTRIBUTES

How long did it take?

03m:06s

Average survey completion time

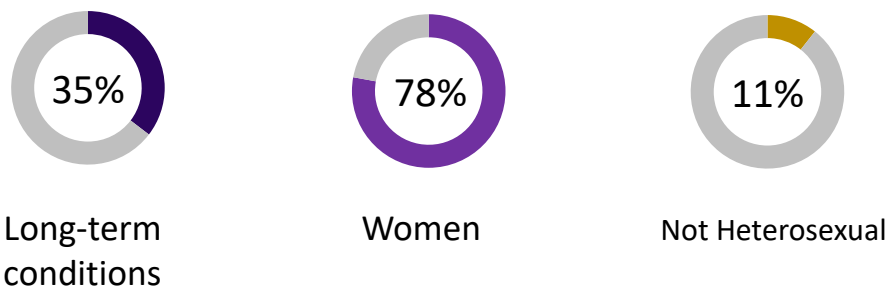
BROAD OVERVIEW

FOUR PILLARS OF CULTURAL DIVERSITY

Total number of attributes for each key pillar



Percentage of other key highlighted attributes



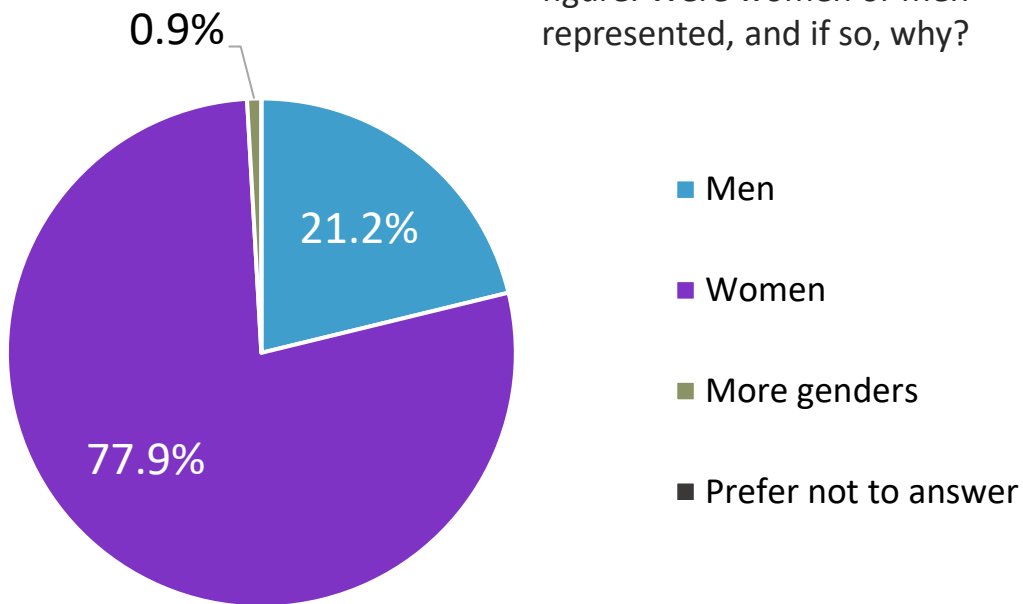
DEMOGRAPHICS AND ATTRIBUTES





DEMOGRAPHICS & ATTRIBUTES

GENDER



It would be interesting to compare the *actual* audience gender split against this figure. Were women or men represented, and if so, why?

“My gender” as an identity priority

2nd

Women

No selection

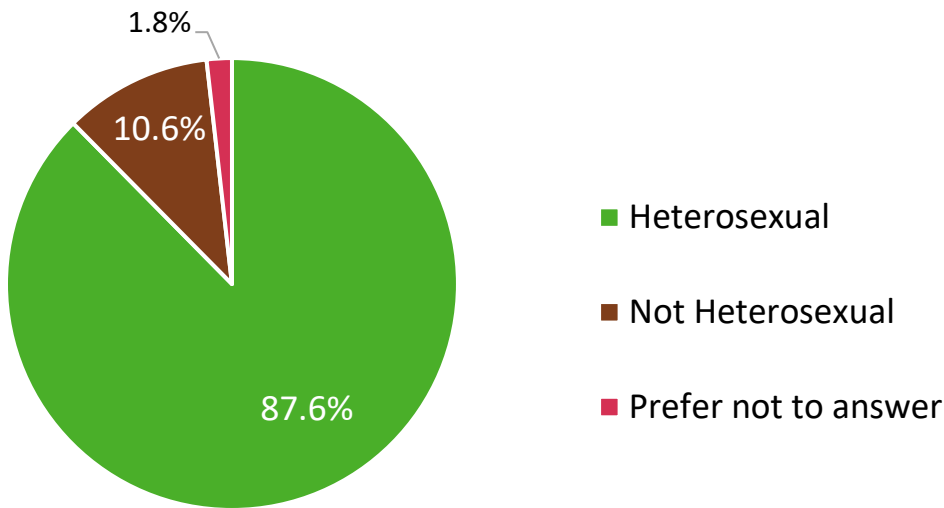
Men

Globally, women rank ‘My gender’ their 3rd highest identity priority (out of 20). Men have it at 18th.



DEMOGRAPHICS & ATTRIBUTES

SEXUALITY



Most common:

1. Bisexual – 41.7% of people who are not heterosexual
2. Gay – 25.0% of people who are not heterosexual
3. Queer – 16.7% of people who are not heterosexual

“My sexuality” as an identity priority

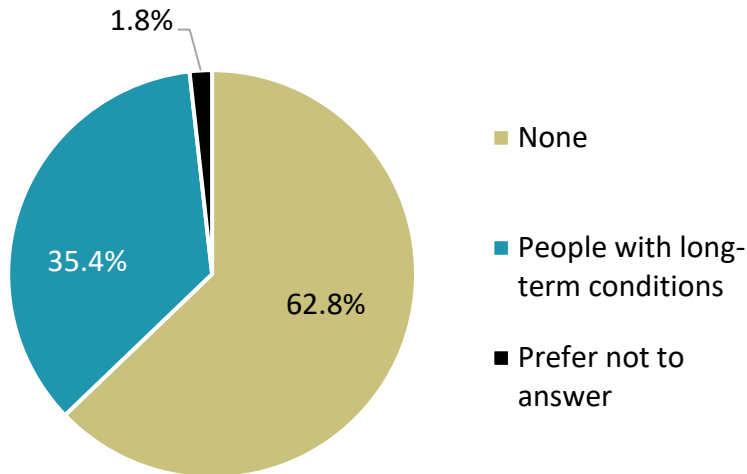
2nd
Not Heterosexual

13th
Heterosexual

We are often asked if a figure such as this would hold constant if 100% answered our survey. It cannot be known *for sure* but we have anecdotal evidence that people who are not heterosexual are *more likely* to answer a DEI survey than those who do not. This is repeated for people who live with disability. We presume this is due to historical marginalisation and enforced silence, leading to a *want* to be (often belatedly) seen and heard.

DEMOGRAPHICS & ATTRIBUTES

LONG TERM CONDITIONS (LTCs)

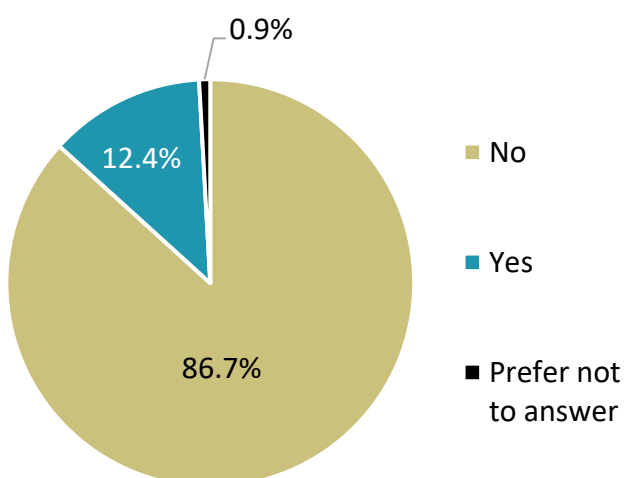


We define 'long-term conditions' as any condition that affects interactions. These *might* include disabilities and/or medical conditions but may also refer to neutral identity markers and states of being.

Most common: (excluded 'Not Listed')

1. Neurodivergence – 35% of people with LTCs
2. Medical Condition – 25% of people with LTCs
3. Mental Health – 12.5% of people with LTCs

DISABILITY



Purposefest also asked about 'visible' and 'invisible' disability, which is also great data to collect. See 'Extra Questions' section.



DEMOGRAPHICS & ATTRIBUTES

LONG TERM CONDITIONS, FULL TABLE

It is important to capture the nuances between long-term conditions and disability, as they are two very different pieces of analysis.

Table showing the actual number of responses to the Long-Term Conditions question.

Long-Term Conditions	Women	Men	PNTA Gender	More Genders	Total
None	54	16	0	1	71
Neurodivergence	11	3	0	0	14
Medical Condition	8	2	0	0	10
Mental Health	5	0	0	0	5
Chronic Illness	5	0	0	0	5
Not Listed	1	2	0	0	3
Mental Illness	3	0	0	0	3
Hearing/Deaf	2	0	0	0	2
Physical Disability	2	0	0	0	2
Prefer Not To Answer	1	1	0	0	2
Acquired Brain Injury	1	0	0	0	1
Intellectual Disability	1	0	0	0	1

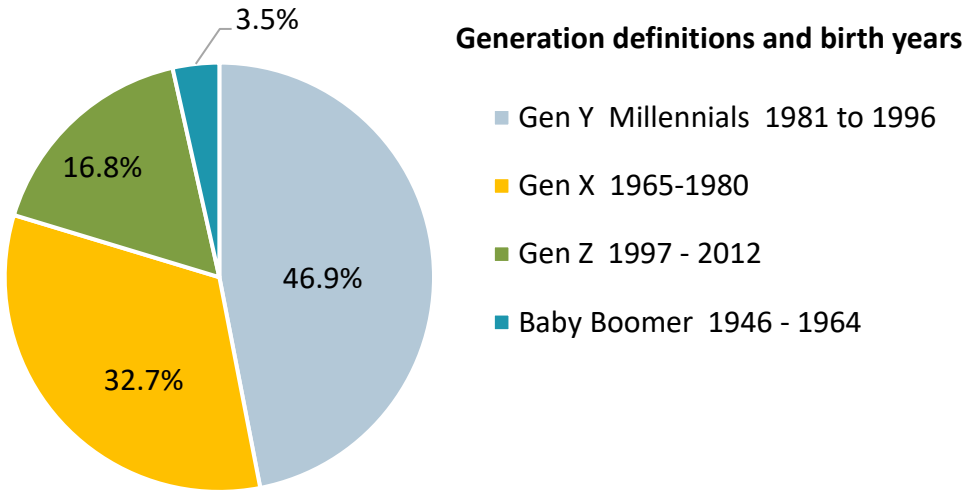
DISABILITY, FULL COUNT

Table showing the actual number of responses to Disability question.

Live with disability	Women	Men	PNTA Gender	More Genders	Total
No	75	22	0	1	98
Yes	12	2	0	0	14
Prefer Not To Answer	1	0	0	0	1

DEMOGRAPHICS & ATTRIBUTES

GENERATIONAL DISTRIBUTION



All generations possess a circumstantial wisdom. The skew towards Gen Y and Gen X at the event possibly reflects *professional* demographics and realistic reach, but it is important to include all generations in event planning to *reach* and *represent* people of all ages.

AVERAGE AGE

40.3

Women

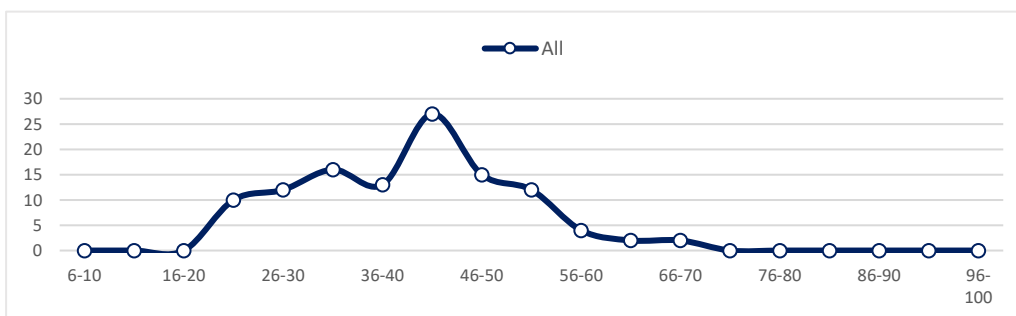
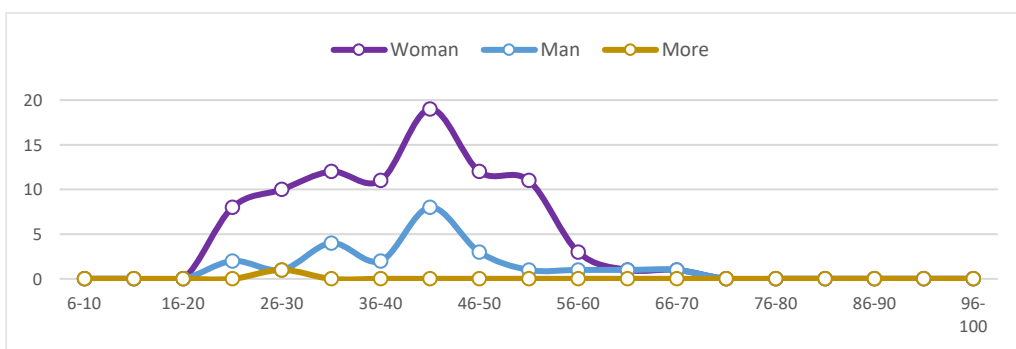
42

Men

40.5

All

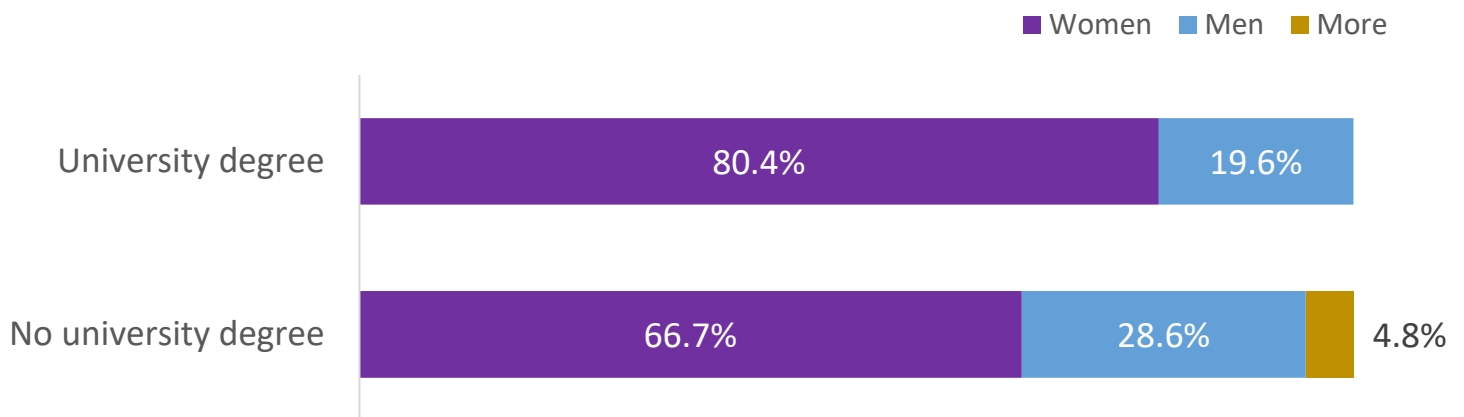
AGE BY GENDER



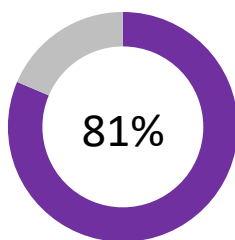
When looking at age trends, within large organisations the ideal visualisation is a gradual curve up, and then down again. One target to keep in mind is for modes by gender to be equal (or close-to), which is true of this audience cohort.

DEMOGRAPHICS & ATTRIBUTES

Education



People with tertiary education



Tertiary education by gender

84.1%

Women

75.0%

Men

Tertiary education by country of birth

77.5%

Born in United Kingdom

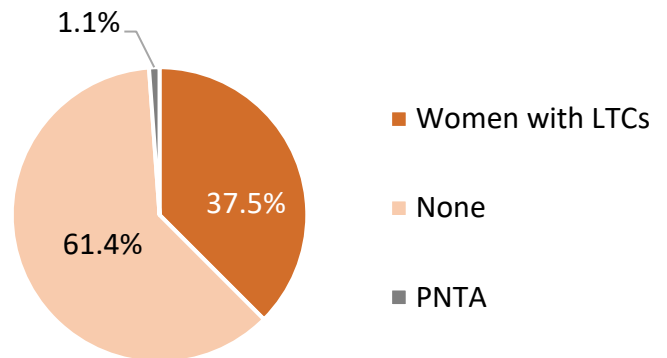
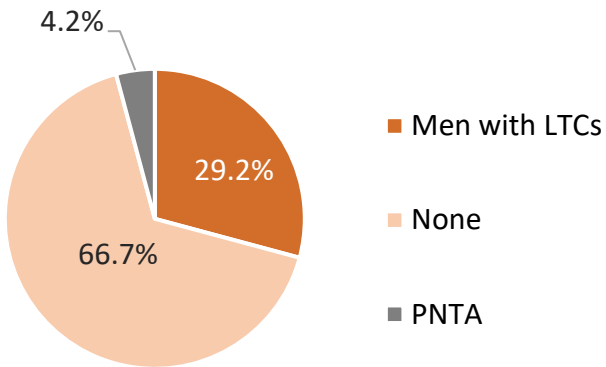
95.8%

Not born in United Kingdom

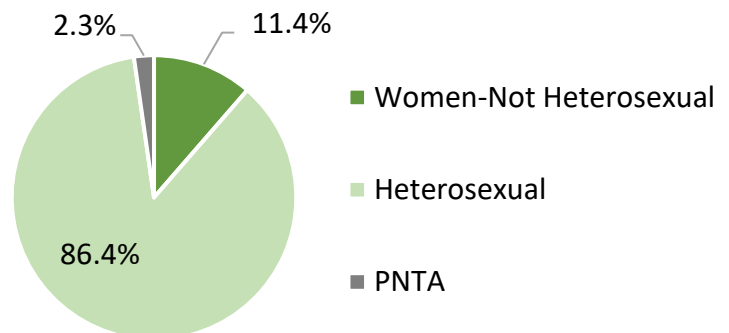
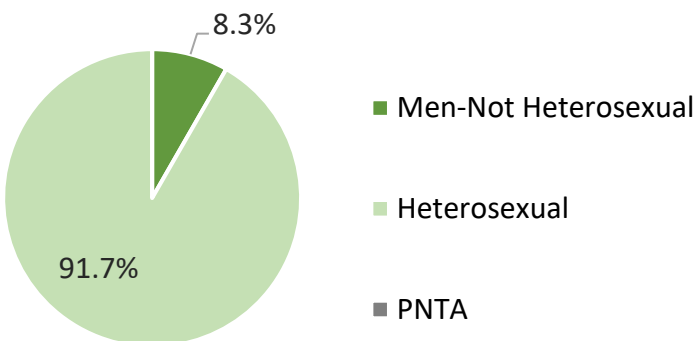
In countries like Australia, UK and USA this is a trend we see quite often; a higher expectation for women to hold a tertiary degree than men to enter the same field, and an even higher expectation for people not born in the country of office.

SEXUALITY & LONG-TERM CONDITIONS BY GENDER AND GENERATION

LONG-TERM CONDITIONS (LTCS)



SEXUALITY

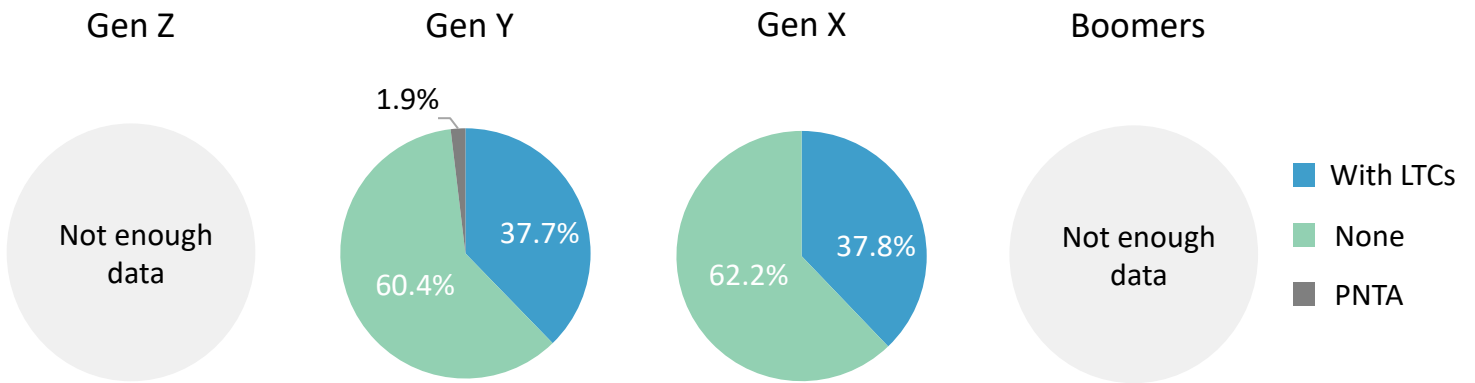


We do not use the term 'LGBTQIA+ (and its variations)' as a catch-all term for sexualities that are not 'heterosexual'. This is because our data shows that around 20% of participants who select (for example) 'L' or 'B' will then go on to say 'no' to a direct question about belonging to the LGBTQIA+ community.

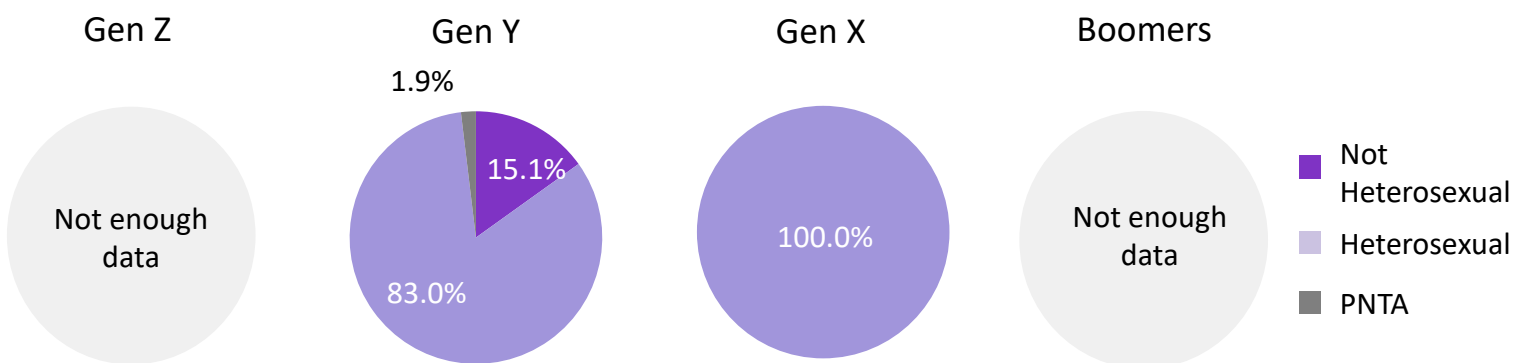


INTERSECTIONALITY BY GENERATION

GENERATIONAL VARIANCES BY LONG-TERM CONDITIONS (LTCs)



GENERATIONAL VARIANCES BY LGBTIQ+



Diversity Atlas employs a 'rule of 20' wherein unless a filtered cohort reaches '20' we cannot expose the data. As there were not 20 Gen Z or Baby Boomers at the event, these figures have been hidden.

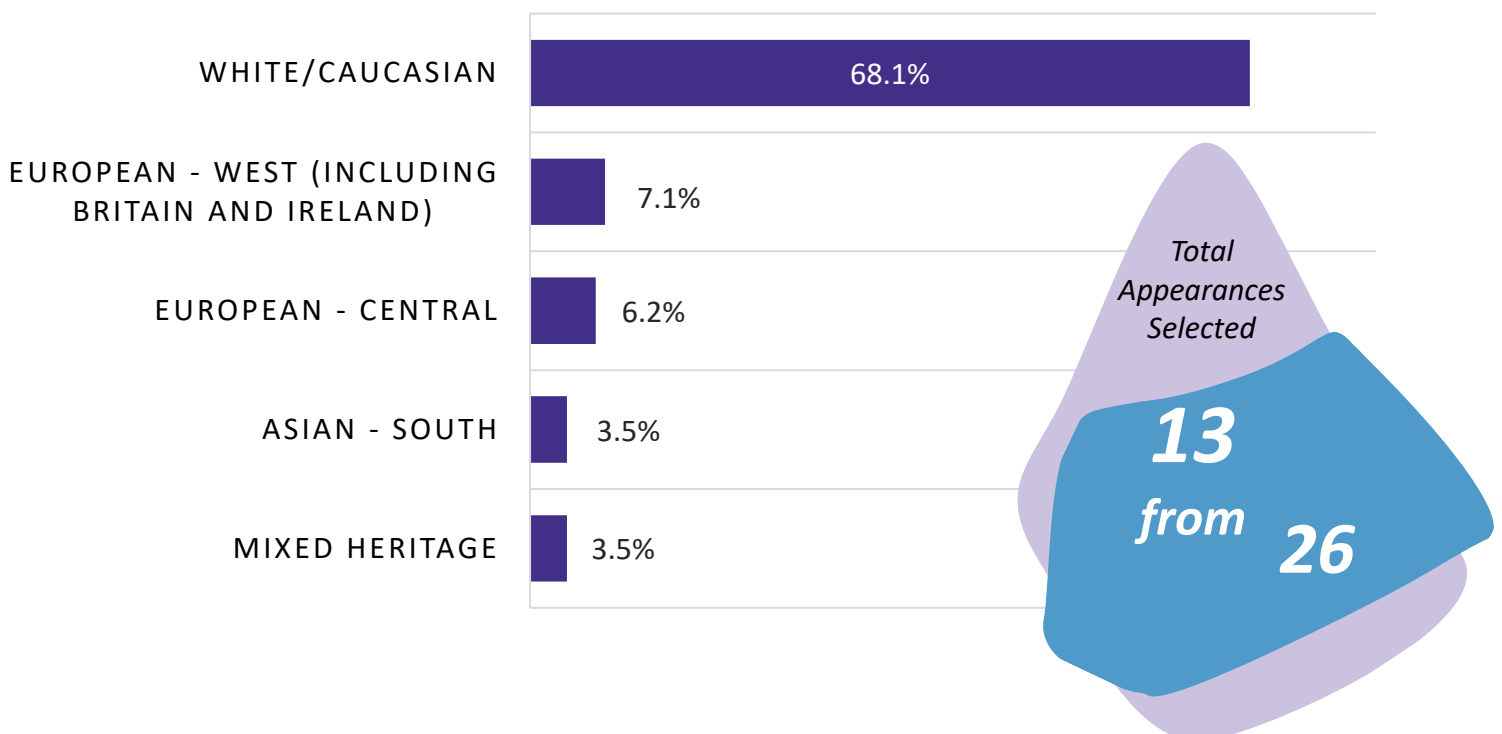


DEMOGRAPHICS & ATTRIBUTES

APPEARANCE

We use the term appearance to refer to the grouping of people into broad categories based on differences in *physical* appearance. We do not use the term 'race', as historically, notions around the concept of 'race' have been weaponised and often formed the basis of *racism* – that is, the use of racial differences to establish a social hierarchy and system of power that privileges or advantages certain groups and unfairly disadvantages other groups. We often receive feedback that this question is *confronting* (in the most part, from white/Caucasian dominant cohorts), and we concur, it is, but the data it brings to life is also illuminating.

TOP 5 MOST COMMON APPEARANCE (number of people %)

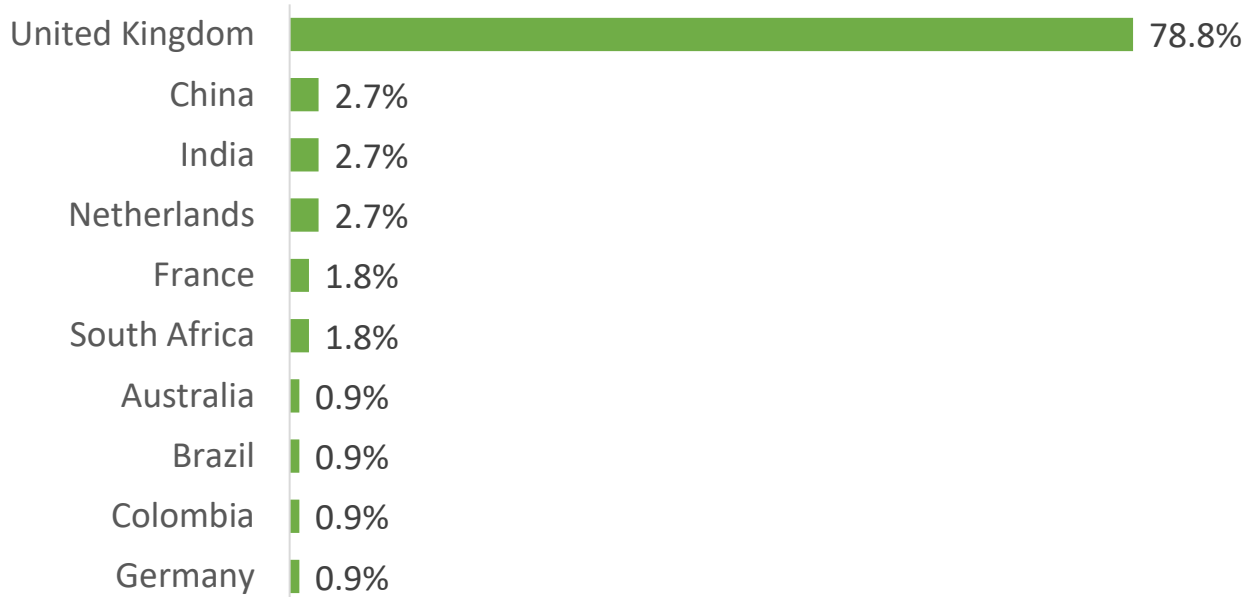


COUNTRIES

COUNTRY OF BIRTH HEATMAP



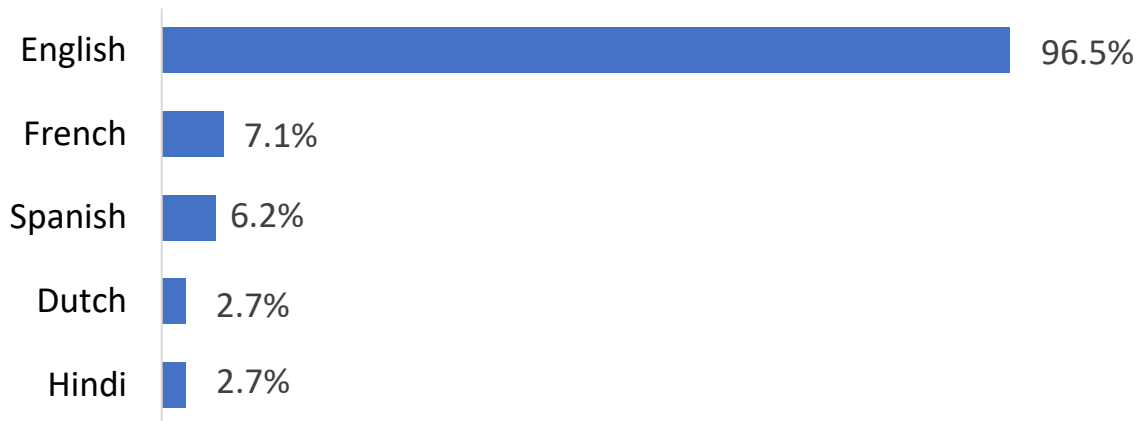
TOP 10 MOST COMMON COUNTRIES OF BIRTH



- 27.4% of the group have at least one grandparent who was born in a different country than themselves
- 11 countries selected only once, including Australia, Slovakia and Peru
- Only one country had more men than women represented in the survey (Brazil)

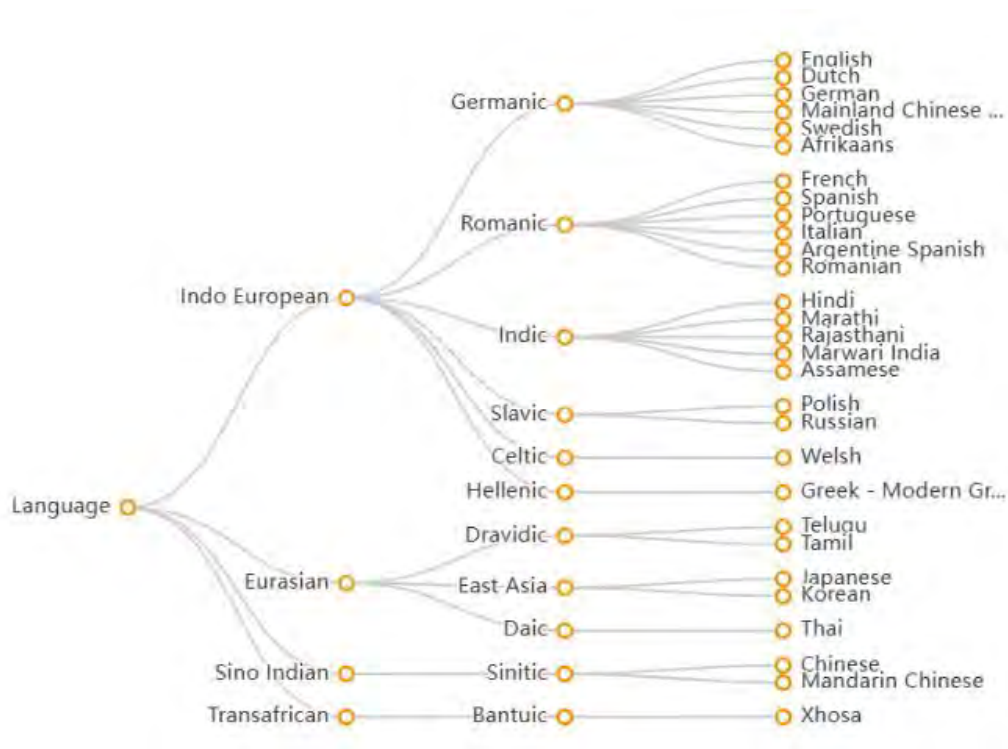
LANGUAGE

FIVE MOST COMMON LANGUAGES SPOKEN AT ADVANCED PROFICIENCY (number of people %)



- 16 language / dialects selected only once, including Thai, Xhosa and Assamese (India)
- Of the 29 languages and dialects, 21 were Indo-European.
- Of the 41 French speakers, only eight spoke it at 'advanced' proficiency.

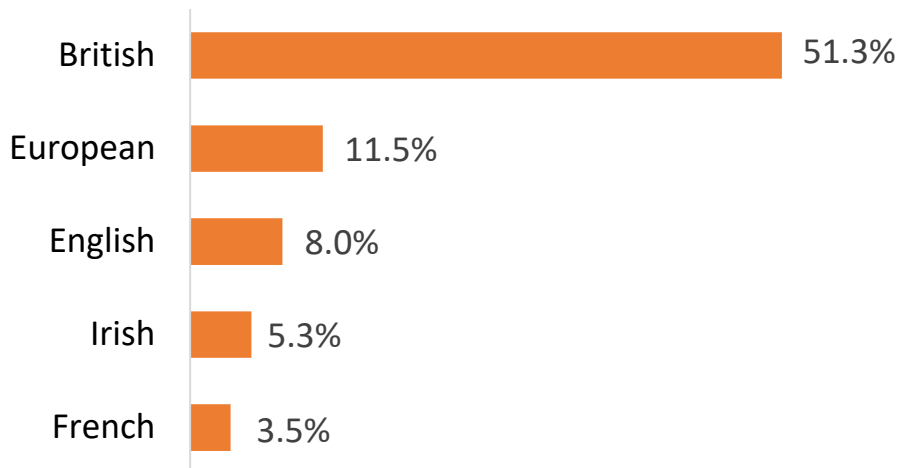
Below is a curated view of the linguistic breadth in the room, by language zone. Each 'branch' reflects not just an ethno-linguistic difference, but potentially a cultural one as well. Those branches can also be interpreted as opportunities for internal and external engagement.



A snapshot of a Language tree generated from the Diversity Atlas platform.

CULTURES & ANCESTRY

ANCESTRY- MOST COMMON ANCESTRIES (number of people %)



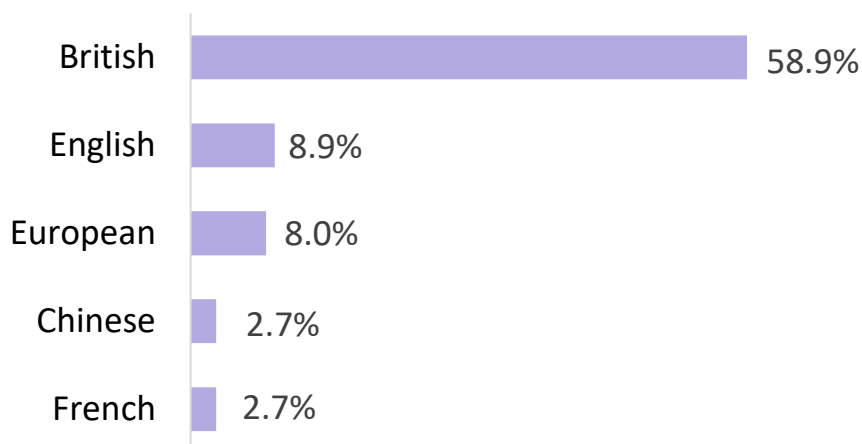
Total Heritages
Selected

28

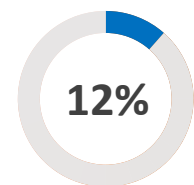
Ancestral connections
nominated once

16

CULTURAL BELONGING - MOST COMMON CULTURES (number of people %)



Have more than one
ancestral heritage



Total Cultures
Selected

26

- We hope that the depth of our datasets provided participants to find their exact culture, rather than be either 'othered' or aggregated into monolithic cultures. See next page for the full list.

CULTURES & ANCESTRY



Full Lists

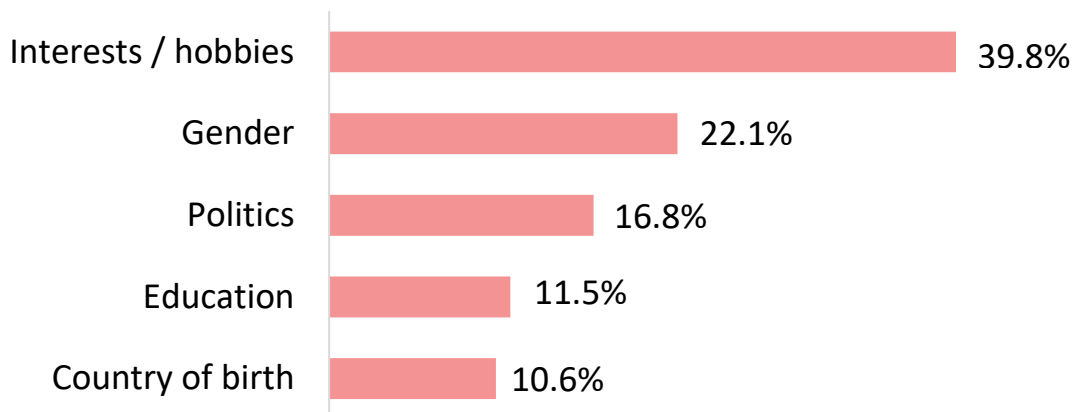
ANCESTRIES
Anglo-Indian
Australian
Austrian
British
Chinese
Dutch
English
European
French
German
German Jew
Greek Cypriot
Half Indian
Hindi Hindustani
Indian
Irish
Italian
Latin American
Mexican
Peruvian
Polish
Scottish
Slovak
South African
Turkish Cypriot
Ukrainian
Welsh
White

CULTURES
American
Anglo Australian
Anglo New Zealander
Australian
British
Chinese
Colombian
Cornish
Dutch
English
European
French
German
Greek Cypriot
Half Indian
Hindi
Hindi Hindustani
Hindustani
Irish
Jewish
Mexican
Peruvian
Slavic
Tamil
Turkish Cypriot
Welsh

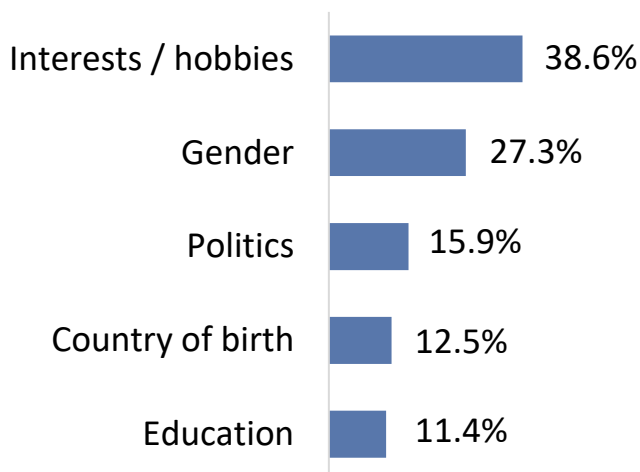
CULTURES & ANCESTRY

From a 'menu' of options, participants could select up to three priorities. What matters to people? We saw different results for different ages (see crystal ball page), genders and cultures.

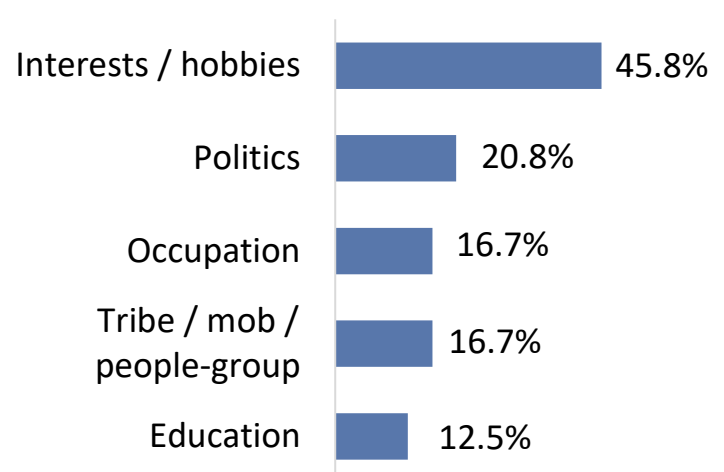
TOP 5 CULTURAL PRIORITIES FOR EVERYONE (number of people %)



FOR WOMEN



FOR MEN

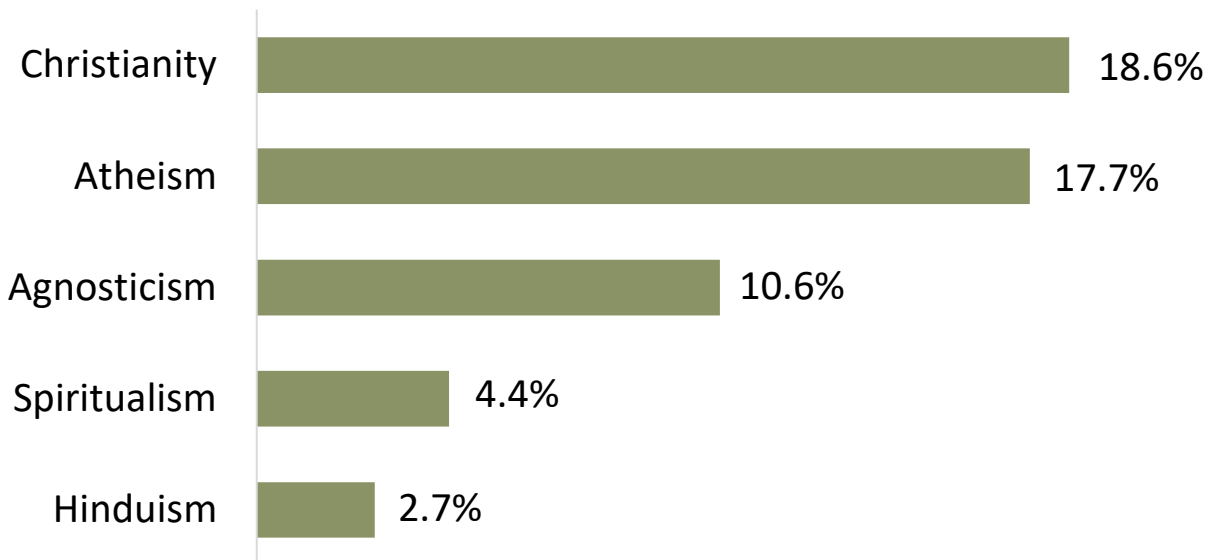


- Interesting that "Politics" ranked so high; this is very rare, globally. Perhaps it reflects current world events?
- 'Interests / Hobbies' is very often No. 1 in Western countries, speaking to work-life balance priorities.



WORLDVIEWS

MOST COMMON SELECTIONS – EXCLUDING PNTA AND NO WORLDVIEW (number of people %)



More than one worldview

0.9%

No worldview

34.5%

- Five Christian branches selected including 'Christianity Self Defined'. Catholic was the most common selected.
- One Pagan.
- All spiritualism and spiritual 'self defined' selections were made by women.

DATA SCIENCE & INCLUSIVE CULTURE



SPOTLIGHT ON “PREFER NOT TO ANSWER” RESPONSES (PNTA)

‘PNTA’ (Prefer not to Answer’) provides an insight into how comfortable a person may be in answering a question, even on an anonymous survey. It forms a valuable benchmark too – how do the rates improve (or worsen) over time?

Question	PNTA %
Long-Term Conditions	1.8%
Disability`	0.9%
Gender	0%
Sexuality	1.8%
Religion / Worldview	7.1%

These are solid figures. Anything under 10% we would consider a ‘healthy’ figure for an anonymous survey that asks ‘sensitive’ questions.

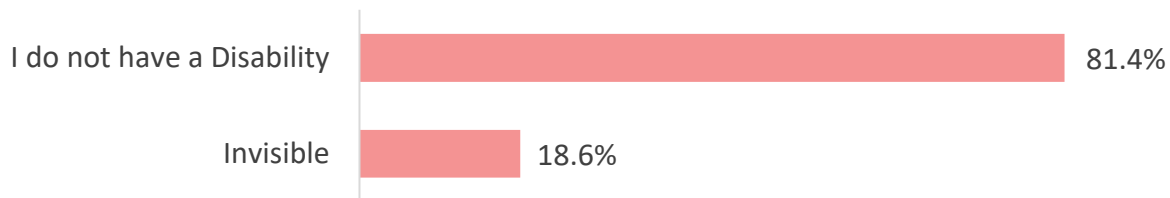
But we do note that ‘Religion’ was easily the highest. Why?



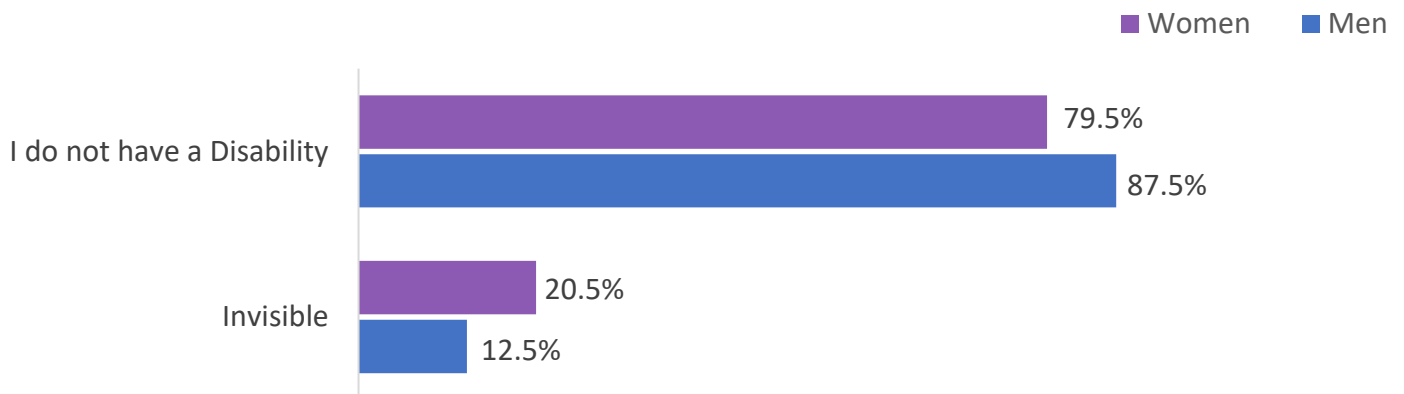
EXTRA QUESTIONS

1. If you have a disability, is it visible or invisible?

All



By gender



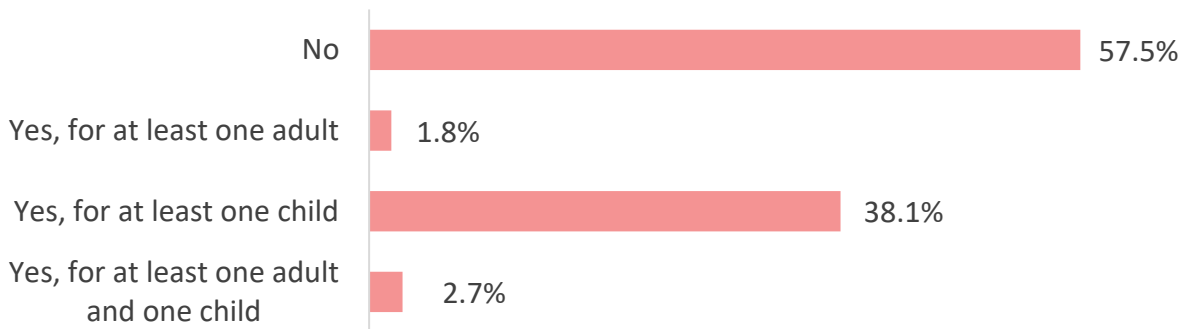
Fascinating: 100% of the disabilities were 'invisible'.



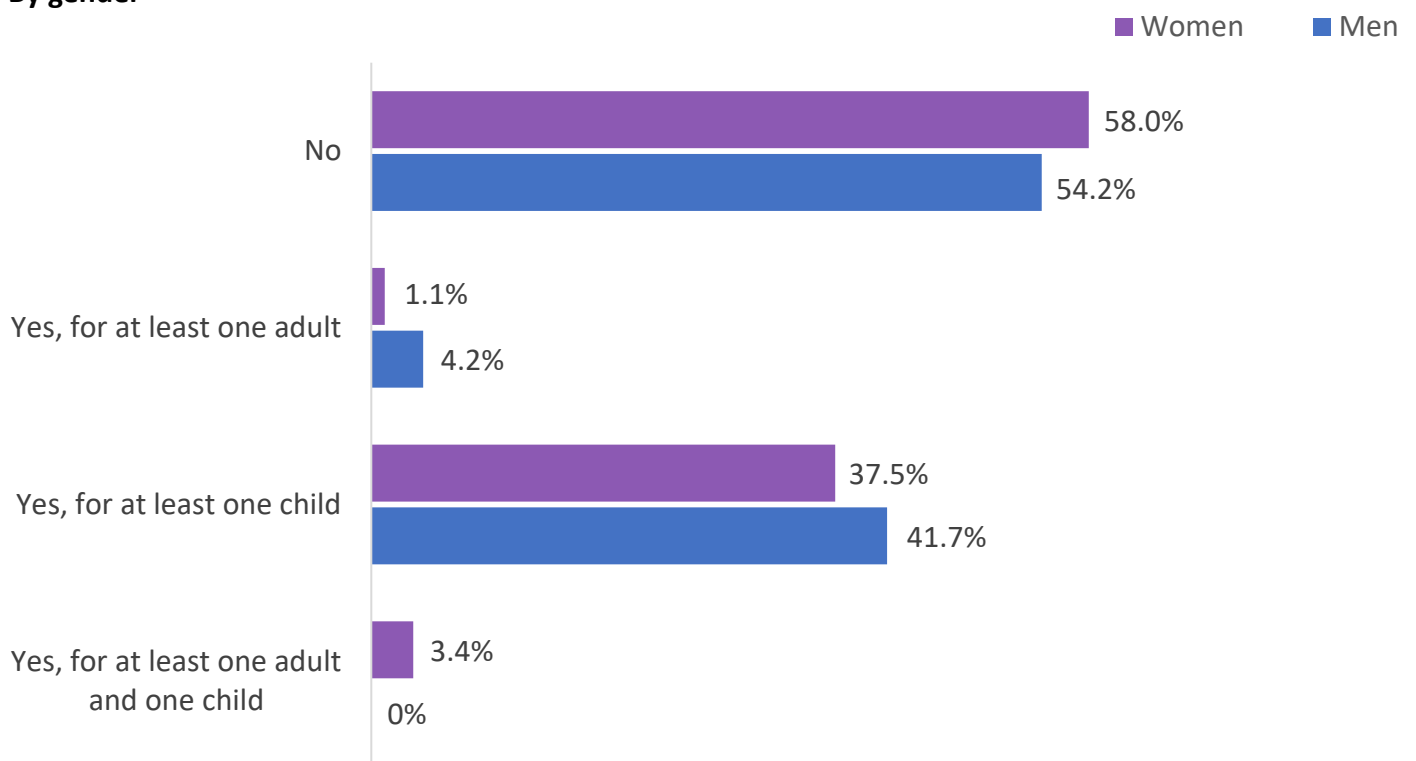
EXTRA QUESTIONS

2. Do you have any caring responsibilities at home?

All



By gender

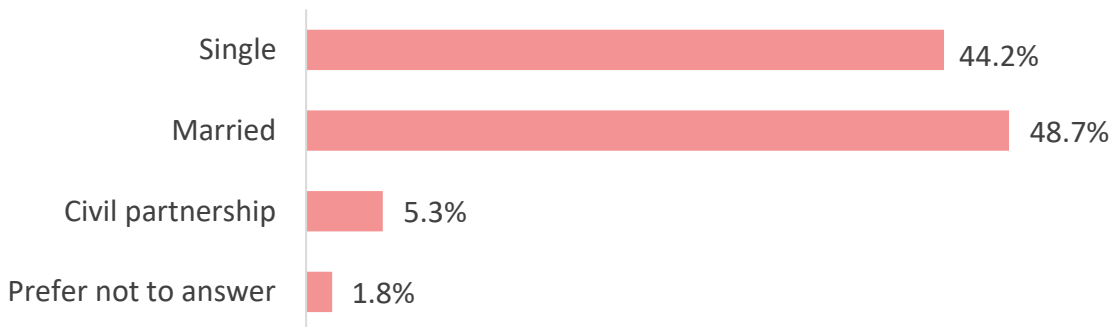




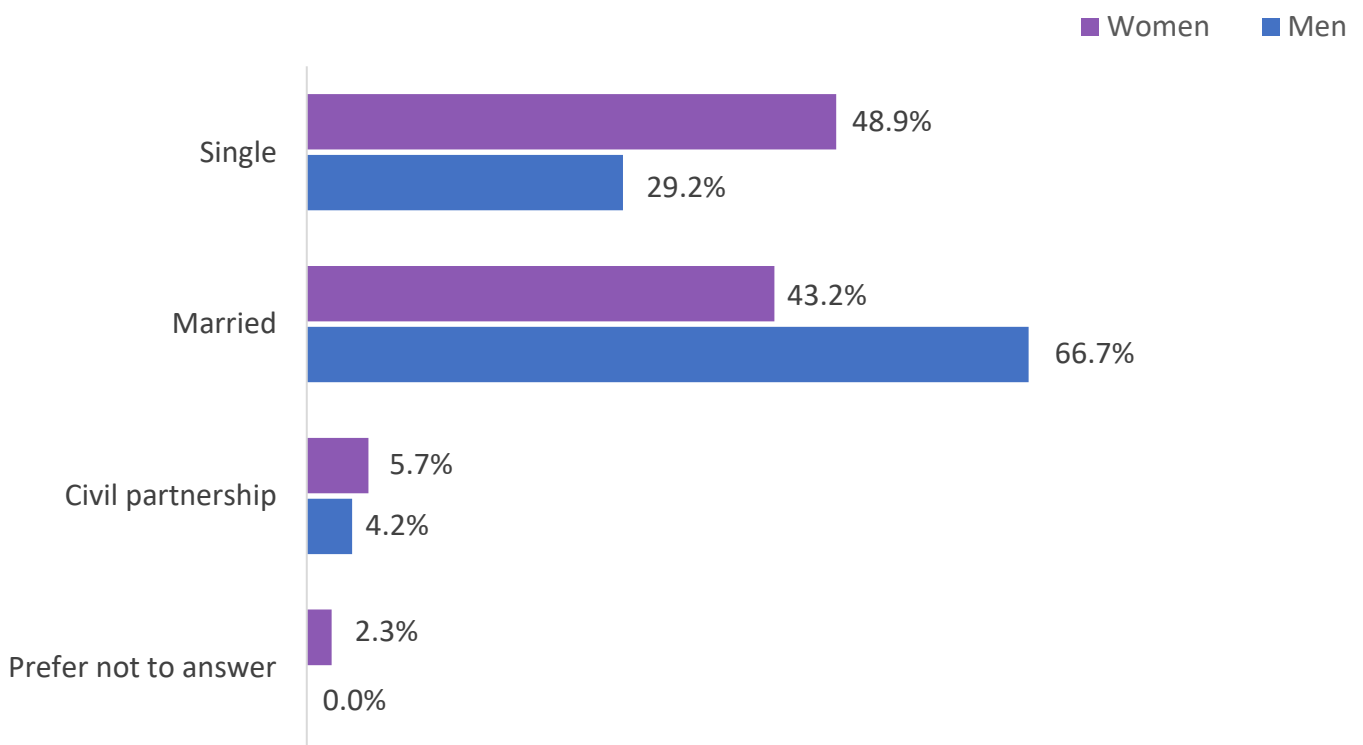
EXTRA QUESTIONS

3. What is your marital status?

All



By gender



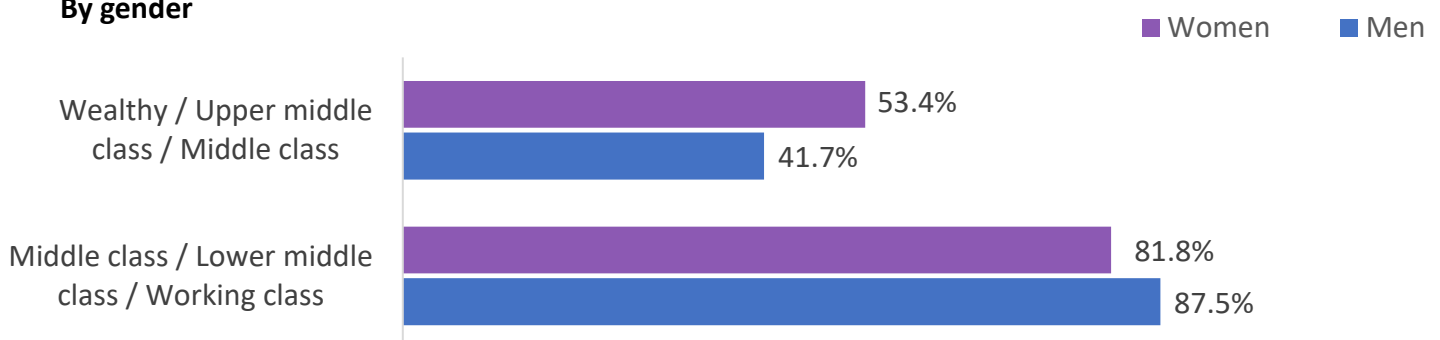
EXTRA QUESTIONS

4. How would you describe the socio-economic position / environment of your childhood?

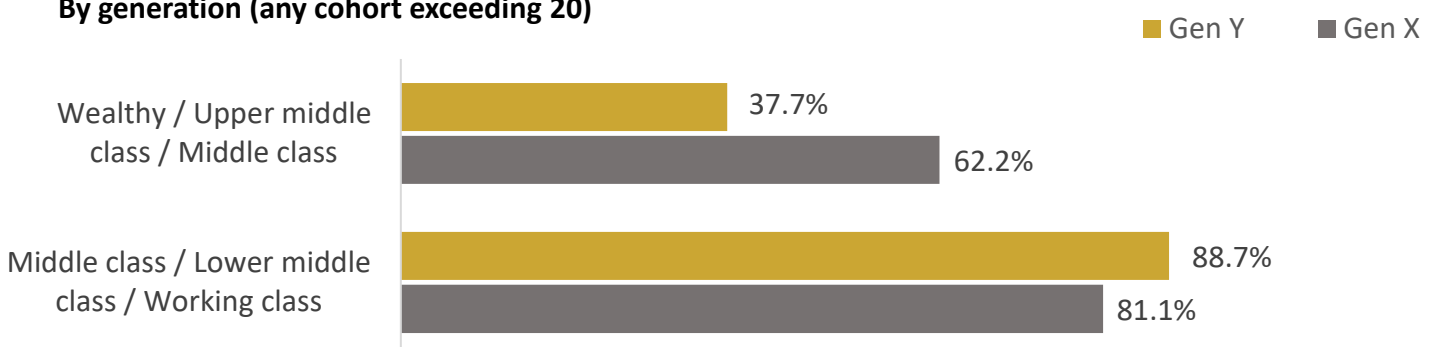
All



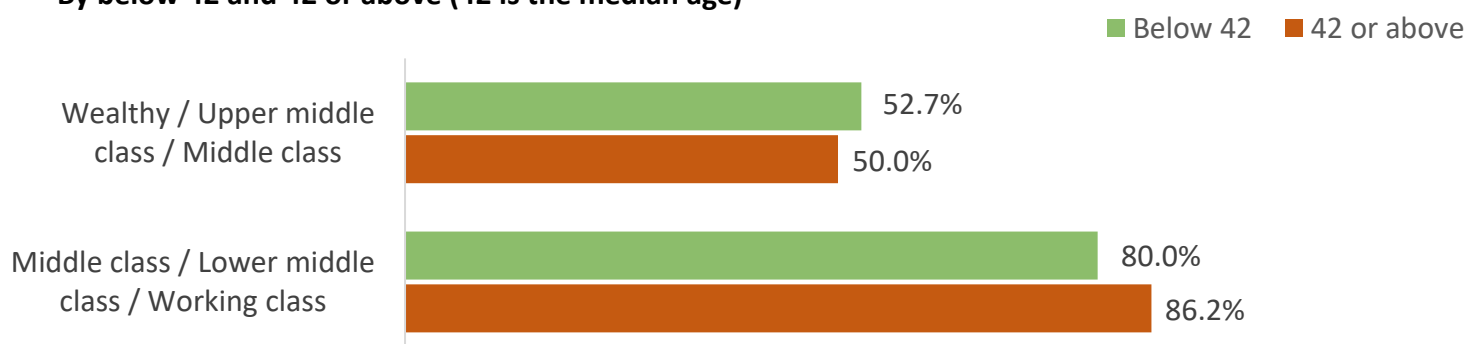
By gender



By generation (any cohort exceeding 20)



By below 42 and 42 or above (42 is the median age)



Crystal Ball: Under 42 – 55 people



All generations bring with them a circumstantial wisdom that may be leveraged for not just inclusive workplace initiatives, but also commercial and employment projects. It is important to tap into the wisdom of those under 42 (median age), and include them in future planning, as they are emerging leaders.

67.3% born in United Kingdom.
(42 or above: 89.7%)

“My politics” the 5th priority.
(42 or above: 2nd priority)

‘No Worldview’ the most
selected ‘Worldview’.
(42 or above: same)

83.6 % with university degree.
(42 or above: 79.3%)

18.2% have more than one ancestral heritage.
(42 or above only 5.2% more than one ancestral heritage)

COMPARISONS

MUTUALITY + REPRESENTATION



In this section, we will have a look at Mutuality. How did the event cohort compare to its community? Mutuality is simply a measurement of how an organisation compares with the community, jurisdiction, state or country that it represents or serves. This is achieved by loading any available 3rd party data source (census data for this report) or other external demographic data that either the customer or Diversity Atlas load into the platform for comparison and benchmark analysis .

MUTUALITY – EXTERNAL COMPARISON TO UK CENSUS DATA

How did our event ‘population’ compare to United Kingdom’s population?

Field	Purposefest	United Kingdom census
Women	77.9%	50.8%
Men	21.2%	49.2%
Not heterosexual	10.6%	6.5%
Top 5 Religion / Worldview	<ol style="list-style-type: none"> 1. Christianity 2. Atheism 3. Agnosticism 4. Spiritualism 5. Hinduism 	<ol style="list-style-type: none"> 1. Christianity 2. No Worldview 3. Islam (Muslim) 4. Hinduism 5. Other Religions
Top 5 Countries of Birth	<ol style="list-style-type: none"> 1. United Kingdom 2. China 3. India 4. Netherlands 5. France 	<ol style="list-style-type: none"> 1. United Kingdom 2. India 3. Poland 4. Pakistan 5. Romania
Top 5 Languages (aggregated)	<ol style="list-style-type: none"> 1. English 2. French 3. Spanish 4. German 5. Dutch 	<ol style="list-style-type: none"> 1. English 2. French 3. German 4. Spanish 5. Urdu



BENCHMARKING - EXTERNAL

We look here at the other gender %, not heterosexual % and long-term conditions % of the Purposefest against Diversity Atlas European customers. We show the European customers median, the 10th and 90th percentile (shaded grey), and the interquartile range in murky blue.

This event is marked in yellow – YAH (“You Are Here”).

More genders (other than M/W) %

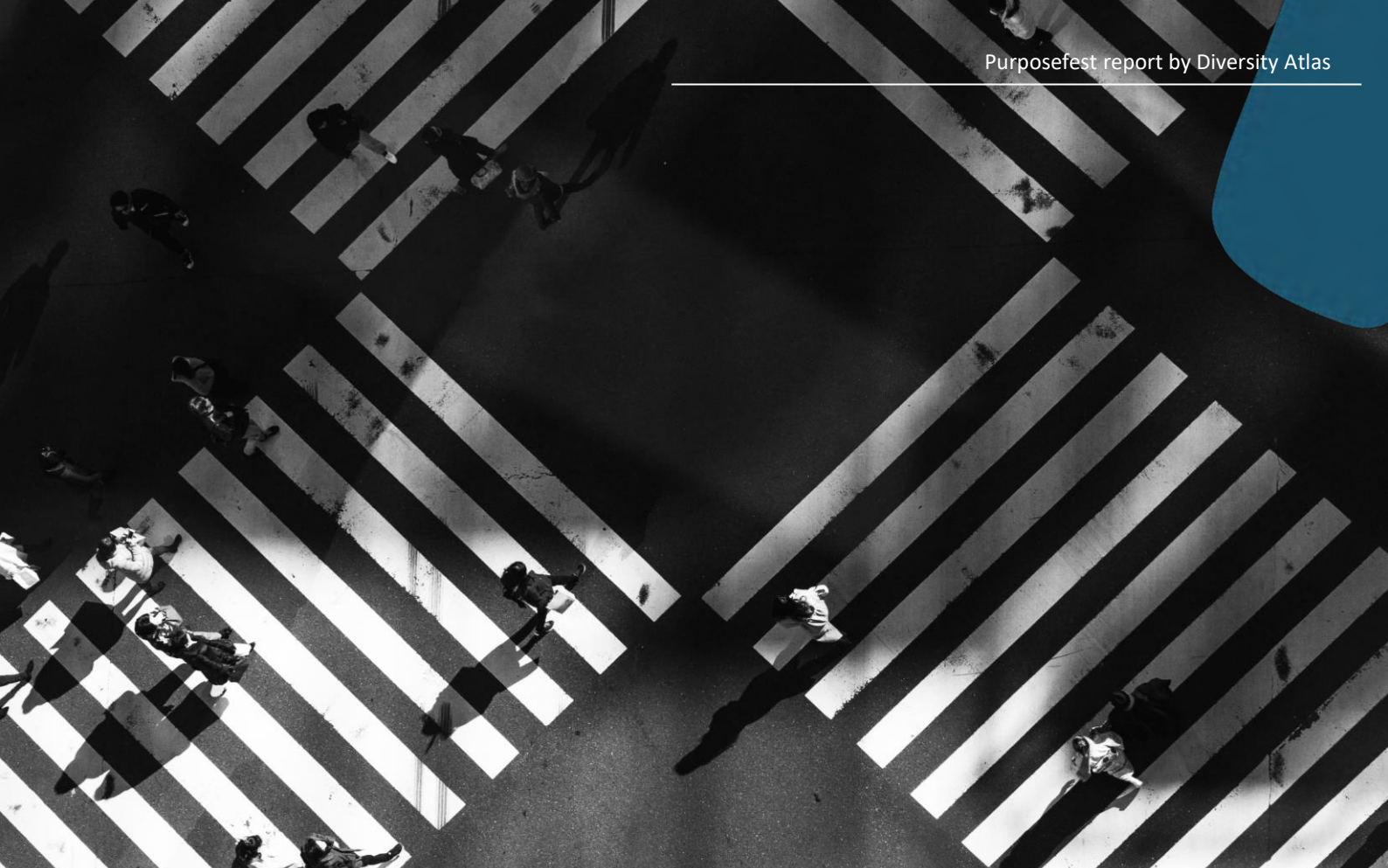


Not heterosexual %



Long-term Conditions %





CLOSING REMARKS



CLOSING REMARKS

MARCH 2025



Take a data driven approach and celebrate cultural diversity in its many forms! Organisations and events gain valuable insights from nuanced cultural diversity data, as well as provide a fun, safe (anonymous) and inclusive experience for their audience.

Projects like this are a fun way to understand “who are we?” and equally assist in growing community engagement, and the more we can intersect this rich cultural and demographic data against *sentiment* (and anything else on a company’s mind), the better.

We hope that the data gathered here will assist in your future planning of events.

If you’d like to discuss the data contained herein or inquire as to deploying Diversity Atlas at your organisation or event, contact me any time.

Quincy Hall
Product Director
Anthrodata Team, Diversity Atlas
quincy.hall@diversityatlas.io

ACKNOWLEDGMENT

Diversity Atlas acknowledges the [Wurundjeri](#) people of the Kulin Nations as the traditional owners of the land from which our product was founded, and pay respects to their Elders past, present and future.

In their words: *“The Wurundjeri People take their name from the Woiwurrung language word ‘wurun’ meaning the Manna Gum (Eucalyptus viminalis) which is common along ‘Birrarrung’ (Yarra River), and ‘djeri’, the grub which is found in or near the tree. Wurundjeri are the ‘Witchetty Grub People’ and our Ancestors have lived on this land for millennia.”*

OVERVIEW

This report was prepared by using data collected from attendees at the Purposefest, that took place in Bristol, England. The results and analysis are presented to Purposefest with their consent. The focus is to provide statistical insights, and further suggestions and recommendations are available on request.

ABOUT DIVERSITY ATLAS

Diversity Atlas is the world’s most comprehensive cultural diversity ‘map and measure’ platform. Featuring the largest commercially available dataset of cultural and demographic groups, the anonymous / rich data-gathering enables customers to analyse their inclusion sentiment to depths previously unavailable.

REPORT METHODOLOGY

Diversity Atlas’s mission is to build global harmony through intercultural action. Taking a 'think globally, act locally' approach, every page of this report is written with our mission in mind. We examine your data to understand your overarching cultural profile, but also to look at its component parts both in isolation and by intersection, looking for opportunities to build harmony.