

CiderCon® Demographics and Inclusion Dashboard - V 1.0 - prepared by the American Cider Association

Representation							
Attendee Demographics		CiderCon® 2019	CiderCon® 2020	CiderCon® 2021 (virtual)	CiderCon® 2022	U.S. Adult Population demographics according to most recent census data available	
Gender Representation							
	Female		33%	41%	37%	51%
	Male		67%	59%	61%	47%
	Non-Binary		0%	0%	1%	2%
Black, Indigenous, or People of Color Representation			12%	10%	10%	39%
LGBTQIA2S+ Representation (from exit surveys in '21-'22)				20%	12%10%	

Speaker Demographics		CiderCon® 2019	CiderCon® 2020	CiderCon® 2021 (virtual)	CiderCon® 2022
Gender Representation					
	Female	40%	45%	51%	45%
	Male	60%	55%	49%	55%
	Non-Binary	0%	0%	0%	0%
Black, Indigenous, or People of Color Representation		1%	6%	21%	13%
LGBTQIA2S+ Representation		2%	2%	4%	9%

Community Engagement			
Metric	Description	CiderCon® 2022	CiderCon® 2023 Target
Partnerships	Number of community or nonprofit organizations who represent underrepresented groups and support CiderCon® through promoting, creating or attending.	5	5
Media	% of media passes distributed to members of the media representing BIPOC and underrepresented groups.	2%	5%
Scholarships	# of full or partial scholarships distributed to early cider professionals representing BIPOC and underrepresented groups.	5	5
Local Involvement	Local involvement: local organizations with a mission focused on underrepresented and BIPOC equity and inclusion involved in CiderCon® and surrounding events	1	2
Community Building Networking Events	# of affinity meetups/events at CiderCon® for new members or members from Under Represented Groups	3 events, reaching 200 people	>200 attendees participate in affinity meetups/events at CiderCon® for new members or members from Under Represented Groups