Demographic Survey Tool to Test & Provide Feedback On

City of Toronto's [Data for Equity Socio-Demographic Questions](#) **(Pilot 2.0)**
+ [We All Count](#)**'s suggest text** to introduce the survey and explain the rationale for asking questions about age, language, etc. (2022)

[YOUR AGENCY WILL CUSTOMIZE THE INTRODUCTORY TEXT TO MEET YOUR NEEDS AND SPECIFIC CONTEXT]

EXAMPLE

Our agency is starting to collect demographic data about our clients. We are not asking you these questions to pry into your life. We are asking you these questions to use this information to correct inequities and promote fairness in programs and services across the Greater Toronto Area and Canada.

We want to understand how to set up, deliver and evaluate our programs and services to work better for people like you. Collecting this information about who our service users are will help us understand:

- Who is accessing our services and programs
- The unique needs of our service users
- The experiences and outcomes of our service users

We are going to ask you several questions about yourself. All of these questions are optional. Only myself and the person entering the data will see your individual responses. None of your answers will be stored with your name. No information that can identify you will be shared publicly.

The data you share with us here will be kept confidential and only be used in combination with lots of other people's data at the group level. We will put many people's data together to get an idea of what programs and services are working best for different types of people.

We might also share some of this grouped data with partner agencies in the Toronto social service sector so that we can look at the bigger picture of who is being missed or underserved, and how we could all work together more effectively to fill those gaps with better programs and services over time.

The questions are voluntary, and you can select 'prefer not to answer' for any question you don't want to answer. This will not affect any services you receive from this agency.

[THIS PART WILL BE THE SAME OR VERY SIMILAR FOR ALL AGENCIES. THESE ARE THE DATA WE ARE TRYING TO COLLECT IN SIMILAR WAYS]

Would you like to participate in this survey?
Yes
No

What is your age? Please select <u>one</u> only.
0-9
10-11
12-19
20-29
30-64
65 or older
Prefer not to answer

City of Toronto's Data for Equity Socio-Demographic Questions **(Pilot 2.0)**

+ We All Count**'s suggest text** to introduce the survey and explain the rationale for asking questions about age, language, etc. (2022)

We know that language barriers can impact people's experiences when accessing health services and other programs. In order to understand language profiles of our clients/patients, we are going to ask you two questions on language.

What language do you prefer speaking? Please select one only.

English
Albanian
American Sign Language (ASL)
Amharic
Arabic
Armenian
Assyrian Neo-Aramaic
Bengali
Chinese-Cantonese
Chinese-Mandarin
Chinese-Other Dialects
Farsi
French
Greek
Gujarati
Hindi
Hungarian
Indigenous-Cree
Indigenous-Mohawk
Indigenous-Ojibway
Indigenous-Oji-Cree

Indigenous-Other
Italian
Korean
Polish
Portuguese
Punjabi
Romanian
Russian
Serbian
Somali
Spanish
Tagalog
Tamil
Tibetan
Turkish
Ukrainian
Urdu
Vietnamese
Not listed, please describe: _____
Prefer not to answer

Canada's history includes colonial and racist practices whose legacy still creates advantages and disadvantages for specific communities of people. We are collecting background information about people to work to build equitable programs and services.

Were you born in Canada?
Yes
No
Prefer not to answer

If no, how long have you been in Canada? Please select one.
5 years or less
Between 6 and 10 years
More than 10 years
Don't know
Prefer not to answer

City of Toronto's Data for Equity Socio-Demographic Questions **(Pilot 2.0)**
+ We All Count**'s suggest text** to introduce the survey and explain the rationale for asking questions about age, language, etc. (2022)

Indigenous people from North America identify as First Nations (status, non-status, treaty or non-treaty), Inuit, Métis, Aboriginal, Native or Indian or having Indigenous ancestry. Customarily, Indigenous communities across what is currently known as Canada may not self-identify as belonging to one pan-Indigenous group. Instead, Indigenous identity may be tied to an individual's clan, community, nationhood, or language family.

Do you identify as Indigenous to what is now called Canada?
Yes
No
Prefer not to answer

If yes, please select all that apply.
First Nations (examples: Ojibway, Cree, Mohawk, Mi'kmaq)
Inuit or Inuk
Métis
Prefer not to answer

People often describe themselves by their race or racial background. For example, some people consider themselves "Black", "White" or "East Asian".

We recognize this list of racial or ethnic identifiers may not exactly match how you would describe yourself. Keeping that in mind, which of the following best describes the racial or ethnic community that you belong to?

Which race category best describes you? Please select only one.

Arab, Middle Eastern or West Asian (examples: Afghan, Armenian, Iranian, Lebanese, Persian, Turkish)
Black (examples: Afro-Caribbean, African, Afro-Canadian)
East Asian (examples: Chinese, Japanese, Korean)
First Nations (examples: status, non-status, treaty or non-treaty, Inuit or Métis)
Latin American (examples: Brazilian, Colombian, Cuban, Mexican, Peruvian)
South Asian or Indo-Caribbean (examples: Indian, Indo-Guyanese, Indo-Trinidadian, Pakistani, Sri Lankan)
Southeast Asian (examples: Filipino, Malaysian, Singaporean, Thai, Vietnamese)
White (examples: English, Greek, Italian, Portuguese, Russian, Slovakian)
More than one race category or mixed race, please select all that apply:
      Arab, Middle Eastern or West Asian (examples: Afghan, Armenian, Iranian, Lebanese, Persian, Turkish)
      Black (examples: Afro-Caribbean, African, Afro-Canadian)
      East Asian (examples: Chinese, Japanese, Korean)
      First Nations (examples: status, non-status, treaty or non-treaty, Inuit or Métis)
      Latin American (examples: Brazilian, Colombian, Cuban, Mexican, Peruvian)
      South Asian or Indo-Caribbean (examples: Indian, Indo-Guyanese, Indo-Trinidadian, Pakistani, Sri Lankan)
      Southeast Asian (examples: Filipino, Malaysian, Singaporean, Thai, Vietnamese)
      White (examples: English, Greek, Italian, Portuguese, Russian, Slovakian)
Not listed, please describe:
Prefer not to answer

City of Toronto's Data for Equity Socio-Demographic Questions **(Pilot 2.0)**
+ We All Count**'s suggest text** to introduce the survey and explain the rationale for asking questions about age, language, etc. (2022)

We strive to provide programs and services that are inclusive to all types of ability. Disability is understood as any physical, mental, developmental, cognitive, learning, communication, sight, hearing or functional limitation that, in interaction with a barrier, hinders a person's full and equal participation in society. A disability can be permanent, temporary or episodic, and visible or invisible.

Do you identify as a person with a disability? Please select <u>one only.</u>
Yes
No
Don't know
Prefer not to answer

We are asking all our survey respondents about their gender and sexual identities. This will help us monitor how services are impacting different communities. With this information we are able to respond to specific community needs and better plan for your social supports, public health, and other services.

Gender identity is the gender that people identify with or how they perceive themselves, which may be different from their sex assigned at birth. Which of these best describes your gender? Please select only one.

Woman
Man
Trans woman
Trans man
Gender non-binary (including gender fluid, genderqueer, androgynous)
Two-Spirit
Not listed, please describe:
Prefer Not to Answer

Sexual orientation describes a person's emotional, physical, romantic and/or sexual attraction to other people.

What best describes your sexual orientation? Please select <u>one only.</u>
Heterosexual or Straight
Bisexual
Gay
Lesbian
Queer
Two-Spirit
Don't know
Not listed, please describe:
Prefer Not to Answer

We know that economic situations matter a lot in the types of services and programs that are needed.

What was your total household income before taxes last year? Your best estimate is fine. Please select one only.
0 - $29,999

Demographic Survey Tool to Test & Provide Feedback On

City of Toronto's Data for Equity Socio-Demographic Questions (Pilot 2.0)
✚ We All Count's suggest text to introduce the survey and explain the rationale for asking questions about age, language, etc. (2022)

$30,000-$49,999
$50,000-$69,999
$70,000-$99,999
$100,000-149,999
$150,000 or more
Don't know
Prefer not to answer

We also know that income is impacted by the number of people supported by that income. The more people, the more stretched the income will be. So as part of asking about your income, can you let us know about your household.

Including yourself, how many people live in your home or household on a regular basis? Please select one only.
1
2
3
4
5
6 or more
Prefer not to answer

What is the Postal Code of where you usually live?
Your postal code:
No fixed address:
Don't know:
Prefer not to answer: