

# PERSONA-ID (English Questionnaire)

*For reading only*

***\*\*Do not complete - read-only version for information purposes\*\****

PERSONA-ID is a self-identification system that allows individuals to disclose their demographic information directly and securely to the Canada Media Fund (CMF). For more information, please visit the CMF's [PERSONA-ID page](#).

## Self-identification information

Please complete the following questionnaire thoroughly, keeping in mind that the information provided may be used to assess the eligibility of applications for certain programs and incentives at the CMF. Even though this information is confidential and mostly used for statistical purposes, we suggest you choose "I prefer not to answer" when you would rather not disclose certain information.

## Personal Information

Please provide the following general information about yourself.

1. I use the following pronoun(s) (You may choose more than one)
  - Her/She
  - He/Him
  - They/Them
  - Any pronoun
  - Other, please specify \_\_\_\_\_
  - I prefer not to answer
  
2. I am a Canadian citizen or permanent resident
  - Yes
  - No
  
3. My country of residency is
  - Canada
  - Other, please specify \_\_\_\_\_
  
4. [If "Canada" in question 2] My city or municipality of principal residence in Canada is  
\_\_\_\_\_
  
5. [If "Canada" in question 2] My province or territory of principal residence in Canada is  
\_\_\_\_\_

6. [If “Canada” in question 2] I have belonged to an official language minority in Canada for at least the past three years
- Yes, I am a francophone outside of Quebec
  - Yes, I am an anglophone in Quebec
  - No
  - I prefer not to answer

7. My year of birth is

[DROPDOWN WITH ALL YEARS SINCE 1920 INCLUDING THE OPTION “I PREFER NOT TO ANSWER” AT THE TOP]

## Gender and Sexual Orientation

Please provide information about your gender identity and sexual orientation.

In the context of the Canada Media Fund, the acronym **2SLGBTQ+** is used to refer to individuals who openly identify as Two-Spirit, Lesbian, Gay, Bisexual, Transgender, Queer and other sexual orientations and gender identities outside the heterosexual and cisgender norm. These individuals may or may not see themselves as part of a 2SLGBTQ+ community but often share the common experience of discrimination and exclusion by society.

8. In terms of gender, I identify as
- Woman
  - Man
  - Other (including Two-Spirit, Non-Binary, Genderqueer, or Gender Non-Conforming)
9. I openly identify as a 2SLGBTQ+ person
- Yes
  - No, I identify as a straight or heterosexual and cisgender person
  - I prefer not to answer
10. [If “Yes” in question 9] More specifically, I define myself as
- Two-Spirit
  - Homosexual, lesbian or gay
  - Bisexual or pansexual
  - Transgender or Transexual
  - Queer or Genderqueer
  - Non-Binary, Gender Non-Conforming or Gender Fluid
  - Intersex or intersexual
  - Asexual
  - Other, please specify \_\_\_\_\_

## Indigenous Peoples to Canada

Indigenous Peoples to Canada is an umbrella term that the CMF uses to address and acknowledge the First Nations, Inuit and Métis Peoples who live in the territory that is today known as Canada, and are descendants of the original inhabitants of this territory prior to colonization. All Indigenous persons are encouraged to communicate their connection to one or more specific nations, communities, tribes, settlements, reserves or families to ensure the representation of their People's narrative sovereignty in a responsible way.

11. I belong to one of the following Indigenous Peoples to Canada

- First Nations
- Métis
- Inuit
- No
- I prefer not to say

12. [If the answer in 10 is First Nations, Métis or Inuit] More specifically, I belong to the following nation, community, tribe, settlement, reserve or family

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13. [If the answer in 10 is First Nations, Métis or Inuit] I speak the following Indigenous language(s)

- None
- Algonquin
- Atgangmuurngniq
- Atikamekw
- Blackfoot
- Carrier
- Chicoutin
- Chipewyan
- Cree
- Dene Suline
- Gitksan
- Huron-Wendat
- Inuinnaqtun
- Inuktitut
- Kutchin-Gwich'in (Loucheaux)
- Malecite
- Mi'kmaq
- Michif
- Mohawk
- Montagnais-Naskapi (Innu)

- Nisga'a
- North Slave (Hare)
- Oji-Cree (Anishinini)
- Ojibwe
- Shuswap
- Siouan languages (Dakota/Sioux)
- South Slave
- Tłı̨chǫ or Dogrib
- Tlingit
- Other(s), please specify \_\_\_\_\_
- I prefer not to answer

## Racial and ethnocultural Identity

Even for individuals who share a similar identity, there are a variety of ways for people to self-identify by racial, ethnic, or cultural backgrounds. In this section you will find different options to identify yourself knowing that preferences may vary significantly within groups that share a common background.

*NOTE: The standardized identity categories below marked with a star (\*) are considered "Racialized Communities" by the CMF. The CMF recognizes that being racialized is a social construct that cannot solely be determined by a DNA test or ancestry, but rather by the collective acknowledgement that individuals from these communities are seen as non-white and currently experience specific barriers, prejudice and discrimination in Canadian society. Indigenous Peoples to Canada are excluded from this definition.*

14. The standardized category that best describes my racial or ethnocultural identity is (You may choose a single option that best describes your ethnicity or regional descendancy, or more than one if you consider yourself a bi or multiracial person).
- Indigenous Peoples to Canada (First Nations, Métis, or Inuit)
  - White or of European Descent
  - Central or North Asian
  - Black (or Afro-Canadian) \*
  - Latin American \*
  - Middle Eastern, West Asian or North African \*
  - South Asian \*
  - Southeast Asian \*
  - East Asian \*
  - Indigenous Peoples from outside Canada \*
  - None of the above
  - I prefer not to answer

15. More specifically, I prefer to identify myself using the following terms, not listed above (e.g., Quebecer, Irish, Indo-Canadian, Arab, Caribbean, Jewish, Ukrainian, etc.). You may write up to 3 terms separated by commas. \_\_\_\_\_
16. Besides my preferred language of communication and correspondence or an Indigenous language stated above in question 12, I also communicate and work in the following language(s)
- English
  - French
  - Amharic
  - Arabic
  - Bengali
  - Berbere
  - Chinese – Cantonese
  - Chinese – Mandarin
  - Creole
  - German
  - Gujarati
  - Hausa
  - Hindi
  - Italian
  - Korean
  - Malagasy
  - Persian (Farsi)
  - Polish
  - Portuguese
  - Punjabi
  - Russian
  - Somali
  - Spanish
  - Swahili
  - Tagalog (Filipino)
  - Tamil
  - Ukrainian
  - Urdu
  - Vietnamese
  - Other(s), please specify \_\_\_\_\_
  - None
  - I prefer not to answer

## Persons with disabilities

A **Person with disabilities** is someone living with one or more physical, mental, intellectual, cognitive, sensory or communicational impairments, conditions or functional limitations that, in

interaction with a social, policy or environmental barrier, presently hinders their full and equal participation in society. These impairments, conditions or functional limitations – evident or not – may be permanent, temporary or episodic in nature.

*Note: the CMF uses “Person with disabilities” as an umbrella term that also includes the Deaf and the hard-of-hearing who may or may not identify as having a disability.*

17. I am a person living with one or more disabilities

- Yes
- No
- I prefer not to answer

18. [If the answer in 17 is Yes] More specifically, I live with the following disabilities or conditions

- Deaf or hard-of-hearing
- speech impairment
- blind or partially sighted
- mobility impairment
- mental or intellectual impairment
- autistic or neurodiverse
- impaired by chronic disease
- Other(s), please specify \_\_\_\_\_
- I prefer not to answer

19. [If the answer in 17 is Yes] I require the following accommodation(s) to communicate, access information and work in my field

- ASL (or CSL) interpretation
- Closed captioning and documents with large text or in braille
- Audio description on videos and videoconferences
- Assistive listening systems (i.e. screen readers)
- Adapted mobility access
- Individual support by a facilitator or coach to work, communicate or apply to funding
- Flexible schedules, work hours and deadlines
- Other(s), please specify \_\_\_\_\_
- None
- I prefer not to answer

Please review the information you entered and make any required corrections before submitting. You will be able to make modifications in the future but any application where your PERSONA-ID # is used will be locked and no further changes can be made while the application is processed.

We strongly recommend that you take note of your PERSONA-ID # and store it for future use. You may share this number with any Applicants to the CMF who intends to include you in their funding application.

*Thank you!*