

PERSONA-ID Changes English Questionnaire 2026-2027

Proposed Changes for the 2026 Relaunch.

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 by the CMF and Telefilm staff to assess the eligibility of applicants and applications for certain programs and incentives. Even though this information is confidential, we suggest you choose “I prefer not to answer” when you would rather not disclose certain information to others.

Note: Definitions have been added to help users in completing the sections related to Indigenous People to Canada and the Racial and Ethnocultural Identity.

Personal Information

Please provide the following general information about yourself:

1. I use the following pronoun(s) (You may choose more than one)
 - She/Her
 - He/Him
 - They/Them
 - Any pronouns
 - 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 you answered “Canada” in question 3:] My city or municipality of principal residence in Canada is _____



5. [If you answered “Canada” in question 3:] My province or territory of principal residence in Canada is _____
6. [If you answered “Canada” in question 3:] I have belonged to an official language minority in Canada for at least the past three years
- Yes, I identify as a member of the French language community outside of Quebec
 - Yes, I identify as a member of the English language community in Quebec
 - No
 - I prefer not to answer
7. My year of birth is _____ (“I prefer not to answer” is the first option in the list)
- Please note that this information will only be used in aggregate and for statistical purposes.

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 social exclusion.

8. In terms of gender, I identify as
- Woman
 - Man
 - Gender diverse (including Two-Spirit, Non-Binary, Genderqueer, or Gender Non-Conforming)
 - I prefer not to answer
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 you answered “Yes” in question 9] More specifically, I define myself as
- Two-Spirit
 - Lesbian or Gay
 - Bisexual or Pansexual
 - Transgender
 - Queer or Genderqueer



- Non-Binary, Gender Non-Conforming or Gender Fluid
- Intersex
- 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. Indigenous persons are encouraged to communicate their affiliation 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: Status and non-status individuals who are citizens, recognized members or direct blood relatives of a self-governing band, a reserve-based community, or a larger tribal group.
- Métis: Individuals who are culturally distinct from First Nations and Inuit and have a direct line of Métis ancestry to a known Métis settlement, community, or family group.
- Inuit: individuals recognized as the First Peoples of the arctic regions of Canada including Nunavut, Nunavik, Nunatsiavut, and parts of the Northwest Territories, whose relatives are also in Greenland and Alaska.
- No
- I prefer not to answer

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

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

- Abenaki
- Algonquin
- Atgangmuurngniq
- Atikamekw
- Blackfoot
- Carrier
- Chilcotin
- 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
- Tłı̄chǫ or Dogrib
- Tlingit
- None
- 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 CMF recognizes that being Black and/or 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. I identify as Black and/or as a racialized person, or member of a Black or racialized community, or as a person of colour.
- Yes
 - No, I identify as white or of European descent
 - I don't identify as either Black and/or racialized, or White or of European Descent
 - I prefer not to answer



15. [If you answered “Yes” in question 14] More specifically, 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 descendance, or more than one if you consider yourself a bi or multiracial person).

- Black (or Afro-Canadian): Individuals who are originally or direct descendants from Sub-Saharan Africa including those with origins in the United States, the Caribbean, Latin America, etc.
- Latin American: Also known as Latino, Latina, Latinx, or Latine are people originally or direct descendants from communities in Mexico, Central and South America (including Brazil) as well as Spanish-speaking Caribbean nations.
- Middle Eastern, West Asian or North African: People originally or direct descendants from communities in the Middle East or West Asia and North Africa, including countries from the Arab world, Iran, Turkey, Israel, etc.
- South Asian: People originally or direct descendants from communities in Afghanistan, Pakistan, India, Nepal, Bangladesh, Sri Lanka, Bhutan, Maldives, etc.
- Southeast Asian: People originally or direct descendants from communities in Brunei, Cambodia, East Timor, Indonesia, Laos, Malaysia, Myanmar, Philippines, Singapore, Thailand, Vietnam, Palau, Micronesia, etc.
- East Asian: People originally or direct descendants from communities in China), South and North Korea, Japan, Mongolia, etc.
- Central Asian: Individuals who are originally or direct descendants from Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan, etc.
- Indigenous Peoples from outside Canada: Indigenous peoples from other regions not mentioned above such as Oceania, Pacific Islands, United States, or Northern Asia and Northern Europe.
- White or of European Descent: Individuals of European origin, including British and French Canadians as well as descendants from any other European ethnic group or nation.
- I prefer not to answer

16. With respect to my racial or ethnocultural background, I prefer to be identified using the following term(s) (e.g., Quebecer/Quebecois, Irish, Indo-Canadian, Arab, Caribbean, Jewish, Muslim, Ukrainian, etc.). You may write up to 3 terms separated by commas:

17. Besides my preferred language of communication and correspondence or any Indigenous languages stated above, I also communicate fluently and work in the following language(s):

- English
- French



- Amharic
- Arabic
- Bengali
- Berbere
- Chinese – Cantonese
- Chinese – Mandarin
- Creole languages
- Dutch
- German
- Greek
- Gujarati
- Hausa
- Hebrew
- Hindi
- Italian
- Japanese
- Korean
- Malagasy
- Persian (Farsi, Dari)
- Polish
- Portuguese
- Punjabi
- Russian
- Sign Languages (Including ASL, LSQ, etc.)
- Somali
- Spanish
- Swahili
- Tagalog (Filipino)
- Tamil
- Turkish
- Ukrainian
- Urdu
- Vietnamese
- Other(s), please specify _____
- None
- I prefer not to answer

Disabled Persons or Persons with Disabilities

A **disabled person** or a **person with disabilities** is someone living with one or more physical, mental, intellectual, cognitive, sensory or communicational conditions that, in interaction with a social, policy or environmental barrier, presently hinders their full and equal participation in society. These conditions, whether visible or invisible, may be long-term, temporary, chronic, episodic, or fluctuating in nature. People with disabilities



may experience limitations related to chronic disease, mobility, mental health, hearing, vision, learning, dexterity, memory, or neurodivergence, among others.

18. Based on the definition above, I am a person living with one or more disabilities

- Yes
- No
- I prefer not to answer

19. If the answer to question 17 is “Yes”: More specifically, I live with the following disabilities or conditions

- Deaf or Hard-of-Hearing (e.g., difficulty hearing even with a hearing aid)
- Speech or Language Disabilities (e.g., challenges with speech, stuttering)
- Blind or Low Vision (e.g., difficulty seeing even with glasses or contact lenses)
- Physical Disabilities (e.g., difficulty moving, bending, or grasping objects)
- Intellectual or Developmental disabilities (e.g., Down Syndrome, fetal alcohol spectrum disorder)
- Mental health disabilities (e.g., anxiety, PTSD, depression)
- Learning disabilities (e.g., dyslexia, difficulty with reading or writing)
- Autistic or neurodivergent (e.g., ADHD, autism)
- Chronic Pain or Health Condition (e.g., persistent or episodic pain lasting 6 or more months, long-term illness with fluctuating effects)
- Memory-Related Disabilities (e.g., memory loss, periods of confusion)
- Other(s), please specify (e.g., any condition not covered above)
- _____
I prefer not to answer

20. If the answer to question 17 is “Yes”: I require the following accommodation(s) to communicate, access information and work in my field (please note that this information will only be used in aggregate and for statistical purposes),

- ASL (American Sign Language) or LSQ (Langue des signes québécoise) Interpretation
- Closed Captioning (CART)
- Documents in Large Print
- Documents in Braille
- Audio Description on Videos and Videoconferences
- Screen Readers and Other Assistive Technology
- Accessible Physical Spaces for Mobility
- Accommodations for Environmental Sensitivity (i.e., strobe-free or scent-free environments)
- Individual support (e.g., facilitator or coach for work, communication, or application support)
- Flexible Work Arrangements (e.g., schedules, hours, deadlines)



- Wheelchair or Other Mobility Devices
- Assistive Devices for Dexterity Challenges (e.g., ergonomic tools, modified keyboards)
- Cognitive or Memory Aids (e.g., reminders, checklists)
- Any other not covered above, please specify _____
- None
- I prefer not to answer

Note: The CMF will not share this information with any project owners and so is not responsible for the provision of these accommodations. This information is being collected solely for statistical purposes.

Agreement

Statement:

I hereby acknowledge that all self-identification information is provided on a voluntary basis, and, if provided, is accurate and I consent to its use by the CMF and Telefilm Canada for the Purposes outlined in the Terms of Use and I accept the Terms of Use.

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 Project Application where your PERSONA-ID number is used will be locked at the time of Application and no further changes can be made while the Application is processed.

We strongly recommend that you take note of your PERSONA-ID number 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.

The terminology included above is evolving as we strive to advance equity, diversity, and inclusion in our practices. If you have suggested changes, please contact us at persona-id@cmf-fmc.ca.

For more information, please visit the [PERSONA-ID webpage](#).

Thank you!