

The Canadian Identity Survey: Data Storytelling Hackathon Round 2

Q1. Where in Canada do you live?

- Alberta
- British Columbia
- Manitoba
- New Brunswick
- Newfoundland and Labrador
- Nova Scotia
- Ontario
- Prince Edward Island
- Quebec
- Saskatchewan
- Northwest Territories
- Nunavut
- Yukon
- I don't live in Canada 

Q1a. And how would you describe the area where you live?

- Urban (big city or downtown area)
- Suburban (residential area near a city)
- Rural (small town, village, or countryside)
- Remote or Northern community

Q2. How long have you lived in Canada?

- All my life
- 20+ years
- 11–20 years
- 5–10 years
- Less than 5 years

Q3. Which generation do you belong to?

- Gen Z (born ~1997–2012)
- Millennial (born ~1981–1996)
- Gen X (born ~1965–1980)
- Boomer (born ~1946–1964)
- Silent Generation (born before 1946)

Q4. When you think about your identity, what feels most important?

(Pick your top 3)

- Heritage and ancestral connections
- Cultural and linguistic frameworks
- Regional landscape and place
- Community relationships and networks
- Work and creative contributions
- Belief systems and core values
- Personal passions and curiosities
- Other *(open-ended)*

Q5. How connected do you feel to a Canadian identity?

- Very connected
- Somewhat connected
- A little connected
- Not very connected
- Not at all connected

Q5b. Can you tell us why you feel [selected level of connection] to Canadian identity?

(Open-ended)

Q6. What's one word that feels true – even if it's complicated – when you hear "Canadian"?

(Open-ended)

Q7. Which values do you believe are most crucial for Canada's future?

- Equitable systems
- Freedom and autonomy
- Embracing pluralism
- Indigenous reconciliation and rights
- Environmental regeneration
- Technological innovation and adaptation
- Community care networks
- Other *(open-ended)*

Q8. In one sentence:

If Canada surprised you in the best way by 2030, what would it have done?

(Open-ended)

Q9. Which divisions in Canada concern you most?

(Pick top 2)

- Resource and regional tensions
- Political polarization
- Urban/rural disconnection
- Generational perspectives
- Economic inequality
- Cultural misunderstanding
- Other *(open-ended)*

Q10. What builds stronger connections between Canadians?

(Pick top 2)

- Honest dialogue and listening
- Collaborative community projects
- Cultural celebration and exchange
- Educational transformation
- Indigenous-led reconciliation
- Newcomer integration and knowledge
- Other *(open-ended)*

Q11. If Canada's story was being rewritten, what would the tagline on the back cover say?

(Open-ended)

Q12. In one word, what's your biggest **hope** for Canada's future?

(Open-ended)

Q13. In one word, what's your biggest **fear** for Canada's future?

(Open-ended)

Q14. Thank you so much for sharing your feedback on video — we really appreciate it!

We're hoping to spotlight a few of these videos across our social media, website, or other marketing materials to help share real voices from our community.

If your video is selected, would you be comfortable with us using it for these purposes?

Let us know — and thank you again for being part of the conversation

- Yes
- No