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Report on the National Census Test in Supplemental Sample
Enumeration Areas

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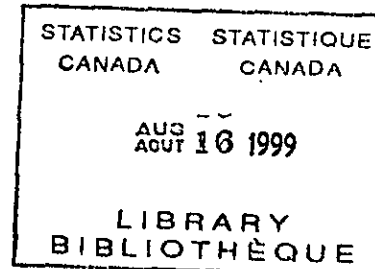
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**Report on the National Census Test in Supplemental Sample
Enumeration Areas**



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Executive Summary

As a supplement to the National Census Test of November 1988, households in 66 enumeration areas not included in the test sample, but with concentrations of minority populations, received test questionnaires. The objective of this exercise was to augment the number of persons thought to be covered by Employment Equity legislation so that their responses to the questions on cultural background could be analysed as part of the planning process for the 1991 Census.

More than 10,000 persons completed the census test questionnaire and returned them to Statistics Canada. Their responses did not indicate any major problems in their abilities or willingness to respond to the questions on race and ethnic origin, the two believed to be essential to effectively satisfying the tenets of Employment Equity legislation. Much attention was paid to the qualitative evidence registered by way of comments ventured by respondents. These are included as an Appendix to this report and indicate that there was more concern with confidentiality and privacy than with the sensitivity and intimidation which, it is sometimes argued, these questions generate for minority populations.

The issue of including Canadian as a pre-coded circle on the questionnaire is one which several respondents addressed in their comments on the test. These were analysed, since actions in connection with inclusion/exclusion of the category Canadian has major implications for the requirements of Employment Equity legislation. These comments are amenable to classification into at least four major categories and census takers may not be able to deal effectively with them and at the same time provide the data to drive Employment Equity programmes.

As a result of the review of all questionnaires returned from the supplemental enumeration areas, some 800 respondents were selected

for follow-up interviews by telephone five months after they had completed the NCT questionnaire. Information was obtained from over 500 respondents in response to the same or similar questions to those asked in the National Census Test. Again, there was no evidence of any problems or an inability to answer the questions posed, albeit using methodology (interview by telephone) different from that used in the census (drop-off and mailback of questionnaires).

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Highlights

(1) In the absence of contact with respondents and follow-up by census staff, responses in hard-to-enumerate census areas can be abysmally low. In the case of the National Census Test in supplemental areas with concentrations of minority populations, the questionnaire return rate was 22%.

(2) Reports from questionnaire drop-off staff suggest that fear of working in some hard-to-enumerate areas may form an obstacle to adequate coverage of Employment Equity component groups.

(3) Comments provided by respondents do not indicate any major negative reaction to the question on race, or to the modification (from the 1986 Census approach) to the enquiries on ethnic origin.

(4) On the subject of including or omitting a pre-coded option for reporting "Canadian", comments are amenable to classification into citizenship-nationality type, nationalism type and a type best described as inability to report anything else.

(5) Inclusion of a pre-coded option for reporting "Canadian" may affect abilities to derive reasonable estimates of some component groups designated under Employment Equity legislation.

(6) Non-response rates to the questions on cultural background were within acceptable ranges. These rates were 5.9, 6.8 and 5.7 percent respectively for the questions on ethnic ancestry, ethnic identity and race. Invalid responses were below 3% for all three topics.

(7) Follow-up interviews by telephone with some respondents who had completed the NCT questionnaire provide further evidence that the questions were neither offensive nor problematic for most persons participating in the study.

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Introduction

The National Census Test (NCT) was conducted on November 4, 1988 as part of the preparations for the 1991 Census. Just under 40,000 households were selected for enumeration in this exercise. In order to provide supplemental information pertaining to one of the designated groups covered under Employment Equity legislation¹, approximately 17,000 households in 66 Census Enumeration Areas (EAs) not included in the NCT sample received NCT questionnaires. This supplementary measure² was intended to expand on opportunities for persons from selected ethnic groups to participate in the test, thereby permitting analysis of their responses and having these feed into the process of planning and preparing the 1991 Census questions on cultural background.

Concentrations of the following responses or groupings from the 1986 Census comprised the target for augmentation in the NCT.

Arab	Japanese
Black	Latin American
Caribbean	South Asian
Chinese	Southeast Asian
Filipino	

These groups were assumed to be of relevance in making operational decisions in connection with the requirements of Employment Equity legislation.

¹ These four groups are women, aboriginal peoples, persons with disabilities, and persons who, because of their race or colour, are in a visible minority in Canada. The population targeted for analysis of its responses was the visible minority population.

² Funds were provided to the NCT team by the Interdepartmental Working Group on Employment Equity (comprising representatives from Statistics Canada, the Canadian Human Rights Commission, the Public Service Commission, Treasury Board Secretariat and Employment and Immigration Canada) as a reflection of its interest in preparations for the 1991 Census.

Objectives of Report

The information discussed in this report is not intended to generate national estimates and all data presented are unweighted. However, the augmentation process which increased the number of households targeted for the NCT questionnaire by 45%, provides sufficient qualitative and quantitative information to give an indication of what might be expected from areas sometimes pejoratively described as "ethnic communities", and from populations similarly described as "ethnic".

How would persons from minority groups respond to the questions on cultural background posed in the NCT questionnaire? This is particularly important in the context of discussions that some of these questions are not only sensitive, but they may be considered offensive and intimidating to minority populations. Would the questions be understood and the responses generate high-quality data? Would there be levels of refusal and non-response which may be taken as cause for concern? What would be the nature of any qualitative evidence, such as comments ventured by respondents from these "ethnic areas"?

NCT questions on cultural background

The questions on cultural background asked in the NCT are included as Appendix A. For the first time in recent census history, a question on race was asked of respondents, largely because Employment Equity legislation - through its definition of sub-populations on the basis of race or colour - warranted such an inquiry. Changes were also made to the inquiries on ethnic origin, resulting in a two-pronged probe quite distinct from the 1986 approach to obtaining information on this subject. Indeed, the changes were such that the result was two separate and distinct questions on ethnicity, rather than one question in two parts.

Drop-off and Mail-back of questionnaires

Between October 27 and November 3, 1988, two NCT questionnaires (one in English and the other in French³) were dropped off at each private occupied dwelling in the 66 EAs identified as areas with large numbers and high percentages of the population of interest. These EAs were selected on the basis of information on ethnic origin provided in the 1986 Census and were located in the following cities: Halifax, Montreal, Ottawa-Hull, Toronto, Winnipeg, Edmonton, Calgary and Vancouver. None of the EAs was included in the NCT sample from which national estimates were derived.

Because of budgetary constraints, it was not a requirement that staff make contact with respondents when they dropped off documents for the test in these 66 specially selected areas⁴. Their instructions simply required them to leave the drop-off package at dwellings in their area of assignment, excluding those residences which appeared to be unoccupied. In the event that respondents were at home during drop-off and enquired about the purpose of the test, drop-off staff were instructed to explain that the household had been selected to participate in a test of the questionnaire for the 1991 Census. Staff was also requested to inform respondents with

³ This procedure was to ensure that household members could be served and could complete a questionnaire in the official language of their choice. Documents were only prepared in Canada's two official languages.

⁴ As noted in a report on the de-briefing of interviewers involved in the NCT in the Toronto area:

"Contact at drop-off was a very important factor in obtaining a questionnaire back from respondents. It gave the interviewers a chance to "sell" the test and interviewers noticed a definite difference in mail-back rates between those who were contacted at drop-off and those who were not. The rate of contact at drop-off was about one in three, with the single attempt they were allowed. They definitely felt it would be worthwhile attempting to make more than one attempt."

(memo Royce to Sheridan; December 23, 1988: De-briefing report from Toronto)

whom they came into contact that a Telephone Assistance Service (TAS) was in existence for those needing help in completing the questionnaire.⁵

As is evident from the following excerpts from reports prepared by the drop-off staff, delivery of questionnaires to households in some of the target areas cannot be considered a routine census operation. Several areas and the populations residing in them are unquestionably hard-to-enumerate and may require special efforts at enumeration and special procedures to ensure adequate coverage. To not have these in place runs the risk of indictment for undercounting certain minority populations, as has already been the case with aboriginal populations in urban areas.

"From our extensive knowledge of the city, we knew we were in public housing where conditions would be anywhere from unpleasant to unsafe. We thus decided to work as a team and only in the daytime. Buildings of this nature should be worked in pairs by mature middle-aged confident people To know what you are going to find before you go in is in itself preparation for the job to be done. No amount of training would have helped. One needed to know how to dress for safety (i.e. no heels; dark, not new, non-descript clothing that is designed for flight if necessary, and no purses)".

"Apartments above stores were difficult to find entrances or to get into. No bells; no proper size mail slots."

"Took my bundle buggy filled with envelopes and proceeded to leave census envelopes at each door."

"The area was rather rough so it was important to do the drop-off in the daylight."

"Mail-box slots about half size of package. Some slots had obstructions. Difficult to get packages in slot. Left some at the door way. I did not speak to any recipients. However, judging from tenants I observed in the hall-ways and on the elevators, they were predominantly from and perhaps other countries. It struck me at the time that unless this census test were mandatory, I would expect the response to probably be quite small since such a large package plus booklet of instructions could be quite intimidating."

Responses from the 66 selected EAs were in fact very low. Of the 17,000 questionnaires dropped-off, only 3,800 (22%) households returned completed ones to Statistics Canada. This low response

⁵ Information does not exist to determine if any among the more than 1,000 persons using the TAS were respondents in the 66 supplemental EAs.

may be due mainly to the drop-off process⁸, although one cannot discount other factors such as a general reluctance to participate in a "test". Not only was the drop-off staff not required to make contact with respondents, (respondents have suggested that in some cases contact was avoided), but there was also no follow-up to determine if questionnaires had been received and completed by householders. In a real sense, participation was voluntary and respondents may not have felt any obligation to complete and return the questionnaire.

Visual Inspection of Completed questionnaires

All questionnaires completed by respondents in the supplemental areas were visually reviewed by staff from the Housing, Family and Social Statistics Division (HFSSD), with particular attention paid to how the questions on cultural background and race (questions 15, 16 and 17) were answered. This initial visual review revealed the following, some of which have also been noted in connection with the NCT national sample and indicated in subject-matter reports on ethnicity, race and aboriginal issues.

- (a) the inclusion of "Canadian" as a pre-coded option and its presentation as the last choice (Option 17) in Questions 15 and 16 led to changes in responses given by some persons. Thus some respondents who had first selected another pre-coded response (01 through 12 - French through Portuguese) used "white-out" or otherwise removed their first answer(s) and then marked the circle for "Canadian".
- (b) in questions 15 and 16, the write-in space for specifying Band or First Nation was used by some non-aboriginal respondents for indicating their ethnic or cultural group. Thus write-ins of "Hungarian" etc. were detected in the white-space, write-in area immediately below mark-circle

⁸ While this is a low level of response, some other voluntary surveys have encountered similarly disheartening response; for example, the 1978 Census Test (38%) and the 1984 Census Test (45%). Neither of these tests targeted specific urban EAs and specific ethnic groups. Information was, nonetheless, provided for 10,550 persons in the supplemental EAs.

15, rather than mark-circle 16. It would appear that some respondents used the first available write-in area to specify their ethnic/cultural group.

- (c) the response options in the race question seemed to generate difficulties for some respondents. Thus Filipinos were responding "Brown" (rather than Asian), some persons of Chinese ancestry were leaving it blank, as were persons of aboriginal heritage.
- (d) in some families of East Indian ancestry, with members born in different countries, the example "Indian from India or U.K. or Uganda" led to a very detailed response exemplified by:

Father: Indian from Kenya
Mother: Indian from Uganda
Child 1: Indian from Uganda
Child 2: Indian from Uganda
Child 3: Indian from Canada

Such detail may be very valuable in avoiding confusion for respondents with a heritage connected to the Indian sub-continent. However, in a different family context, care must be taken to avoid misinterpreting the response "Indian from Canada" as coming from aboriginal persons.

Comments provided by respondents

The "Comments" section of each questionnaire was also reviewed. While this section on the questionnaire could be used by respondents as an anti-government, anti-Statistics Canada forum, comments can provide insights and be instructive in signalling harbingers of discontent and respondent concern. In addition to making fascinating reading in their own right, many of these comments also provide a preliminary assessment of data quality and how well the questions worked. To provide a complete record, comments relating to either the overall Census Test (drop-off, questionnaire design, privacy, etc.) or the information requested on cultural background, have been included as Appendix B⁷. From

⁷ Comments were also provided on such topics as "Income", "Religion" and "Housing". These have not been included in this report, except if associated with comments on cultural background.

these comments, there is no evidence of any major negative reaction to the inquiries regarding ethnic ancestry/identity or race. Rather, there appears to be more concern about confidentiality, privacy and the personal nature of some questions.

The issue of including "Canadian" as a pre-coded circle, is noteworthy among the comments provided by respondents in the study population. It appears that comments are amenable to classification into four categories:

(a) those coming from recent immigrants and descendants of recent immigrants who may be responding on the basis of Canadian citizenship;

(b) persons whose comments indicate what may be interpreted as a strong nationalistic sentiment and intimate anger at census takers who are hesitant to accept Canadian as an ethnic origin;

(c) persons who feel that they are not British, nor French, nor German, nor Dutch, nor whatever "foreign" nationality the census suggests to them. Rather they feel that they are simply "Canadian" and prefer not to look elsewhere for an expression of who they are. It is submitted that the difference between these persons and those falling into the previous group is one of strength of expression.

(d) persons whose roots in Canada go back several generations. In the absence of non-obfuscating instructions regarding the temporal considerations associated with ethnic origin, they may feel that they have no option but to say "Canadian".

Debates on the need for including a pre-coded circle, so that respondents can mark (✓) indicating their ethnic origin as "Canadian", must take cognisance of these expressions of sentiment. Further, census takers must deal with their implications

for data collection in the context of ethnic origin information. For example, would a citizenship/nationality type question positioned immediately preceding an ethnic origin question have an impact on the frequency of "Canadian" responses to the latter?

Non-response and Invalid Responses

Table 1 indicates the percentage of non-response and invalid responses^a to questions on place of birth, ethnic/cultural ancestry and identity, and race. For the topics included, responses were expected for all 10,550 persons in the survey population.

Table 1: Percentage non-response and invalid Response to Questions on Cultural Background

Topic	Non-response	Invalid
Place of Birth (Q.11)	3.8	2.1
Father's Birthplace (Q.14a)	6.2	2.5
Mother's Birthplace (Q.14b)	7.7	2.1
Ethnic Origin/Ancestry (Q.15)	5.9	2.4
Ethnic Identity (Q.16)	6.8	1.9
Race (Q.17)	5.7	1.6

While these rates are higher than those obtained for similar questions in the 1981 and 1986 Censuses⁹, they do not indicate the existence of major problems in evoking answers from respondents. Invalid responses (non-codable or miscoded answers) were generally low (no greater than 2.5%) for all the cultural background variables and lowest for race and ethnic identity.

^a Invalid responses are those which are outside a pre-determined code-set and cannot be assigned a code.

⁹ For example, non-response to the ethnic origin question was 2.5% in 1986 and 2.3% in 1981. For both census years, invalid response was below 1%

The fact that non-response for mother's birthplace is higher than that for father's birthplace is somewhat surprising. Although the magnitude of the difference is not cause for concern, it may nonetheless lend credence to the position that respondents tend to overlook the second part of a two-part question. Requesting the information via discrete questions (rather than one question in a number of parts) is therefore ventured as a suggestion.

At 5.7%, non-response to the question on race was not unduly high, nor was it the highest among the several variables pertaining to cultural background. In fact, it was the second lowest. Among the survey population then, there does not seem to have been any major problem in responding to the question on race.

Characteristics of the Respondent Population

In the absence of national figures, the derivation of which was not planned as part of this exercise, the characteristics of the survey population may be of value in interpreting both the qualitative and quantitative aspects of responses. To briefly describe some elements in the cultural background of the respondent population, information is presented on birthplace, birthplace of mother and father and language chosen for completion of the questionnaire.

Place of Birth

The distribution of the respondent population¹⁰ by place of birth is indicated in Figure 1. Just under two-thirds were born in Canada, 16% in Asia, 3% in Africa, 2% in each of the Caribbean and Latin America and 1% in the Middle East.

¹⁰ These data are adjusted to exclude non-response and invalid responses.

Most persons appeared to have no problem with providing an answer and in following the layout of the question on place of birth. The number of persons failing to mark the pre-coded circle for "Other" but providing a write-in response, those responding "Don't know", and those providing a multiple (such as Ontario and Ghana, Alberta and Philippines and Alberta and India) were all negligible. While multiple responses for place of birth are illogical, it is likely that some persons who mark answer categories without reading the question, fail to remove the erroneous response - in this case, their province of residence. Very few persons marking the pre-coded circle for "Other" failed to specify their country of birth.

Birthplace of Parents

There was not a large difference in the percentage of persons with fathers born outside Canada (54%) and born in Canada (46%). The difference in distribution by birthplace of mother was slightly smaller, with 47% of the respondent population reporting that their mothers had been born in Canada. Twenty-two percent of the surveyed population reported that their fathers were born in Asia, 3% in the Caribbean, and 2% in Latin America. Similar percentages were calculated for birthplace of mothers.

Language in completing questionnaire

More than 80% of the questionnaires were completed in English and the remainder in French. Questionnaires were not prepared in any other language. In view of the fact that language of completing the document was not captured during data processing, characteristics of the survey population controlling for this factor are unavailable.

Responses to the Questions on Ethnic Ancestry, Identity and Race

Ethnic Ancestry and Identity

Of the valid responses provided to the question on ethnic ancestry, 62% were single responses and 38% were multiples. At 12%, a British origin as a single response was the most numerous among the supplemental survey population. This was followed by Chinese (9%) and Canadian (8%).

Multiples which included Canadian (e.g. Canadian + Chinese, or Canadian + Polish) accounted for 16% of all valid responses and 43% of all multiples. In the case of some multiples, such as Canadian + French, it is not clear whether the intent of the response is French-Canadian, or French (direct association with France) and Canadian (many generations established in Canada or some other interpretation).

One-third of the respondent population provided a write-in response to the question on ethnic or cultural origins of parents and grandparents. By contrast, less than 2% provided such a response to the question on ethnic identity, even though the categories listed were exactly the same. Reporting of "Canadian" in response to the question on ethnic identity was three times higher than in response to ethnic ancestry (2,443 to 728). Differences were also noteworthy for West/South Asians and Filipinos (both increasing for identity). The other visible minority groups either remained relatively stable between the two questions or showed minor decreases for identity. This difference in response pattern may be taken as an indication that respondents understood the difference between the two questions. Although more than one write-in was permissible, thus allowing for a clear reporting of multiples, ingenuity in dealing with multiple origins is reflected in such write-ins as "Afgcanad" (possibly a multiple of Afghan and Canadian

???) and Afro Hispanic. Most write-ins could be associated with a country or region of origin and, in the case of aboriginal origins, with familiar groups, such as Algonquin, Blackfoot, Bloodvein, Cherokee or Cree.

Race:

There were 376 write-ins (3.6%) to the question on race, indicating that these respondents may have found the pre-coded circles inappropriate for best describing their race or colour; refer to Table 2. In a handful of cases, respondents wrote in an answer e.g. Black, White, which corresponded to one of the pre-coded circles included in the questionnaire.

Twenty two percent of the persons providing a write-in response wrote in "Brown". Most of these respondents were Filipino. Another 16% provide other colours or colour-related responses - such as dark, coloured, fair. Responses indicating an ethnic group, religion, nationality or region of origin were 40%. Only 4% of write-ins fell into a category of crank or non-codable responses. If one adds colours such as olive or bronze to this last category, the percentage increases to just under 15% of write-ins but still remains well below 1% of all responses.

Table 2: Write-in Responses to the Question on Race

Colours/Colour related

Black	1
Red	2
Yellow	21
White	4
Brown	84
Bronze	1
Pink	5
Olive	1
Coloured	4
Dark	7
Fair	5
Black + White/Mulatto	7
Non-Blac	3

Ethnic Group/Religion/Region of Origin

East Indian	8	Semetic	2
Indian In	1	Mediterranean	4
Chinese	9	Polynesian	8
Oriental	9	Portuguese	1
Asian	12	African	9
Eurasian	1	North American	5
South Asian	3	Sikh	3
West Indian	4	Hindu	5
Canadian	2	Indian	20
El Salvadorian	1	Indian F,G,I,N	5
Hungarian	2	Asian and French	6
Laotian	6	Indegno	1
French	1	Moreno	
Filipino	5	Anglo Indian	2
Mexican	1		
Guyanese	4		
Latino Amer.	9		

Mixed

Mixed	5
Half Breed	1
Mestizo	8

Aboriginals

Native	25
Cree	1
Metis	11
Dene	1
Baid Nat	1

Non Codable

Human	10
Agnostic	1
I am not	1
Mediam	1
Nature	3
Medium B	1
Hexidecimals	7
Inter	1
Inter Ra	2

Country/Region of Birth by Race/Colour

More than 6,200 persons or 60% of the survey population were born in Canada. Eighty-one percent of these persons reported that they were white, 8% that they were Asian and 4% that they were Black.¹¹ Almost all persons reporting themselves as Aboriginal in response to the question on race were born in Canada. The only other place of birth reported for persons who said that they were aboriginal was in Central and South America. While these respondents (almost 50 persons) may not be "North American Indians" in the context of cultural or geographic origin, they may feel that as a racial group they are sufficiently similar to Canada's native Indian population to report themselves as aboriginals. Although provision of the example "Indian from India or U.K. or Uganda" leads to correct reporting by the population with origins in India and their exclusion from the aboriginal population (North American Indian, Metis and Inuit), the same cannot be said for the Indian population of Latin American ancestry.

Almost 1,600 persons or 15% of the supplemental survey population were born in Asia. Ninety percent of these persons reported Asian in response to the question on race, accounting for 63% of such responses. Reporting "Asian" in response to the pre-coded circle provided in the race question, therefore, seemed to be appropriate for the population born in Asia. Another 23% of persons reporting Asian were born in Canada and 5% in Africa, mainly in Kenya, Uganda and Tanzania. The East Indian population with a place of birth in the Caribbean does not seem to have a propensity to report Asian as race and the number providing such a response was negligible.

¹¹ This pattern is at odds with the objective of the exercise, which was to supplement the number of respondents to the NCT who might be in a visible minority in Canada. While the drop-off process may be one of the culprits, any number of other factors, including reluctance to participate in a test, may have contributed to the final response pattern.

Although not reported as a write-in by anyone in the survey population, the term "Indo-Caribbean" has been used to refer to this population and could rapidly become a significant element in the ethnic lexicon¹², particularly if Asian and South Asian are inappropriate.

Almost half of the population reporting in the circle for "Black" was born in Canada and another 26% in the Caribbean. For the Canadian-born Black population, the absence of a mark-circle somewhere on the questionnaire (matters not whether in a question on ethnic ancestry or race) could easily lead to their reporting only "Canadian" - if such a pre-coded option were presented - or British or French as was the case in the 1981 Census. The result would be an inability to derive accurate estimates of this component of the visible minority population. For those born in the Caribbean and elsewhere, assumptions reminiscent of the 1981 Census will be required by analysts¹³, in the absence of a racial-type identifier.

Forty-four percent of those not responding to the question on race or providing an invalid response also did not respond or provided an invalid response in response to the question on place of birth. The question on race was not singled out for non-response. Another one-third of persons with invalid responses or not responding at all were born in Canada and 11% in Asia. Among the latter were Filipinos reporting their race/colour as Brown.

¹² The term has been used, for example, in the title of a publication resulting from the proceedings of a recent conference on East Indians in the Western hemisphere.

¹³ One of these is the misguided assumption that all persons born in the Caribbean are Black or, alternatively, are in a visible minority in Canada.

Ethnic Ancestry by Race/Colour

The pre-coded options for race (White, Asian and Black) worked well, to the extent that there was considerable reduction in the anomalies usually noted when census data are used to identify visible minorities in Canada. Thus persons who reported that they were "White" (and therefore for Employment Equity purposes not in a visible minority in Canada) had, for the most part, reported one of British, French, Canadian, European or Jewish in response to the inquiry on ethnic/cultural origin. However, it must be pointed out that almost 1/10th of the population reporting either British or Canadian as a single response also reported that they were Black. Also noteworthy is the reporting of "white" in response to race by some groups which are included in the identification of visible minority groups. Thus three-quarters of Latin, Central and South Americans - so identified on the basis of their responses to the question on ethnic/cultural origin - reported that they were white, as did a quarter of aboriginal respondents and 12% of West/South Asians. While the combination of data on race with those on reported ethnic/cultural origins will undoubtedly be able to address most Employment Equity requirements, minor adjustments will still be required to improve accuracy in estimates of designated groups.

Almost 85% of respondents reporting "Caribbean" to the question on ethnic/cultural origin reported "Black" in response to the question on race and almost all Pacific Islanders (Fijians, Samoans, etc.) reported Asian. For Employment Equity purposes, there would be no problems with such reporting patterns.

Cultural Origins Re-interview Study (CORS)

As a result of the review of questionnaires returned from the supplemental EAs in the NCT, just over 800 respondents were identified for follow-up interviews by telephone in March 1989. Some 300 persons in the re-interview sample were respondents whose answers were deemed to be problematic or unconventional, or in which there might be additional interest. The last included responses from persons who, according to the Employment Equity Act, might be "in a visible minority in Canada", but whose responses did not clearly indicate this¹⁴.

CORS questionnaire

Originally, it was intended that the NCT follow-up questionnaire would be used in the CORS. However, after discussions with the Interdepartmental Working Group on Employment Equity and subject-matter officers in HFSSD, it was decided that the same questions on cultural background asked in the NCT would be posed to respondents. The rationale was to derive, where possible, further evidence of ability/inability to comprehend the test questions and to expand on our knowledge of what may be required in preparation for the 1991 Census.

A question on language spoken by mother and father was included as a response to suggestions ventured to Statistics Canada through its Advisory Committee on Demographic Statistics. In addition, the Labour Market Activity Survey (LMAS) question on "being in a visible minority" was also included, since this information was of interest to the Interdepartmental Working Group on Employment Equity. A copy of the CORS questionnaire is included as Appendix

¹⁴ For example, persons born in the Caribbean who reported their ethnic origin as West Indian but left the question on race blank.

C. It was prepared by staff of Census Operations Division, in tumble format with all questions in both official languages. Questions were asked on place of birth, language first spoken, language used most often at home, ethnic or cultural identity and race. With the exception of Question 6 which was posed in the LMAS but not the NCT, Question 7 from which the reference to colour was omitted and Questions 10 and 11, (seeking to determine whether respondents felt that questions were offensive and asking for suggestions to ask questions better) all questions were identical to those asked previously in the NCT. However, the response categories (included on the NCT document) were left off the CORS questionnaire.

Preliminary Activities

An introductory letter was sent to respondents comprising the re-interview sample. Respondents were identified as the persons completing the NCT questionnaire on November 4, 1988. If the person who completed the questionnaire was not identified, it was assumed that Person 1 was the appropriate person for the follow-up interview. Letters were sent in either English or French, the identification being based on the language of the questionnaire returned to Statistics Canada following completion on November 4. Twenty of the more than 800 letters despatched were returned as undelivered, either because the respondent had moved or the address provided on November 4 was incomplete.

Interview process

Staff from the Housing, Family and Social Statistics Division (HFSSD) at Statistics Canada comprised the interview team. They were trained for the interviews by staff from the Survey Operations Division and other HFSSD staff with survey experience. Interviews were conducted between March 10 and 17, 1989 from Statistics Canada

regional offices in Montreal, Edmonton and Vancouver, for respondents in those locations, and between March 10 and 24, 1989 from Ottawa, for respondents in Halifax, Toronto, Winnipeg and Ottawa. Answer categories were not read to the respondent. Thus benefit from the guidance provided by the variety of categories and examples contained in the NCT questionnaire was not directly available to respondents. Unless interviewees specifically requested clarification or guidance in determining what was an appropriate answer, whatever response was given during the telephone follow-up was entered on the questionnaire, thus making the test very much an open-ended one. In the case of questions 7, 8 and 9, such requests for clarification resulted in the interviewers reading some of the answer categories from the NCT questionnaire.

Copies of interviewer reports are included as Appendix D. In addition, a de-briefing session for subject matter officers responsible for the language and ethnocultural variables in the census was held on March 21, 1989. During this exercise, experiences regarding reception at the regional offices, preparations and training, and actual conduct of the interviews were shared while they were still fresh in the minds of interviewers.

Data Processing

Coding operations for information collected during the re-interview were undertaken by staff of the HFSSD and the data were captured by Headquarters Operations Division. The same codes used in the NCT were assigned to CORS information, with supplemental codes added where a potentially valid response was not included in the code-set. The questionnaire design and coding structure also permitted the capture of information indicating that the interviewee responded that he/she did not know. In addition, interviewers also

recorded cases where clarification of a question or concept was requested by the respondent. The detailed coding and data capture report is included as Appendix E.

Characteristics of the Respondent Population

In total, 563 persons or 68% of the 833 persons initially identified to comprise the follow-up target population were interviewed. Many of the remaining 270 persons were not reached - no telephone, away on holidays during the interview period, deceased, etc. Eighty-three percent of the interviews were conducted in English and 17% in French. Approximately 20 persons who were contacted but could not converse in either of Canada's official languages¹⁵ were not interviewed.

Country of Birth

The question on country of birth was the first one posed to respondents, since it was assumed that place of birth information was reasonably factual, probably non-controversial and most persons would likely know where they were born. This last assumption was borne out, as all respondents were able to provide information on their country of birth. Just over half the survey population (54%) was born in Canada (see Figure 2) and approximately one-third are immigrants from non-European countries.

¹⁵ In most cases this judgement was made by the interviewer. However, in a few instances the respondent indicated to the interviewer that he/she did not understand English or French well enough to participate in the study.

Language first spoken at home in childhood

Just under one-half of the study population reported that the language first spoken at home in childhood had been English only and a little more than 10% had spoken French; (Figure 3). Multiples which included English or French as one of the languages first spoken accounted for 4% of responses. Over one-third of respondents had not spoken one of Canada's official languages in childhood and more than 60% of these reported other than a European language as that first spoken at home in childhood.

Language Spoken Most Often At Home

Almost 90% of the survey population reported that they spoke only one language at home. For 68% of these persons, the language used was English, for 10% it was French and for 15% a non-European language.

Among the entire study population, 61% spoke English only and 9% French only. Multiples which included English or French accounted for 10% of all responses; (Figure 4).

Relationship between question on race and "being in a visible minority"

But for a minor modification to the preamble ("By virtue of your race or colour" was changed to "Because of your race or colour"), the question on "being in a visible minority" was identical to that asked in the LMAS. Non-response to this question was negligible (only 1% of the population), although 28% requested clarification of what was meant by visible minority. Where clarification was required, respondents were informed that "visible minority" meant:

"Persons who are non-white or non-Caucasian"

Of the 157 persons requiring clarification, 47 eventually responded that they were "in a visible minority", 74 said that they were not and the other 36 were still unsure even after clarification.

Race

The question on race followed that on "being in a visible minority". There was no reference to colour. As for the question on being "in a visible minority", non-response was negligible (less than 1% of the survey population). Thirty-eight percent of the responding population reported that they were "White" or "Caucasian" and 8% that they were Canadian. Figure 5 gives the distribution of responses to the race question.

Of the persons reporting that they were "white" or "Caucasian" or "white Caucasian", 86% had indicated that they were not in a visible minority. However, almost 9% reported that they were.¹⁸ Some of these persons qualified their answers by noting that "I am from Newfoundland and feel like a visible minority in Toronto" or "the way the population is changing in this city, I feel like I am in a visible minority". Eighty-one percent of the population reporting that they were in a visible minority in Canada, provided a response that was not "white" or "Caucasian".

Country of Birth by Race

Two-thirds of the persons reporting themselves as either "white" or "Caucasian" were born in Canada and 17% in Europe. Seven percent of the study population reported their race as "Canadian" and almost all these persons were born in Canada. Of the population

¹⁸ The remainder are persons who did not respond or were unsure of whether or not they were in a visible minority, even after the interviewer had clarified what was meant by the term.

reporting something other than white, or Caucasian, or Canadian, in response to the question on race, 36% were born in Canada.

Place of Birth and language first spoken by parents

The request for country of birth of the respondent's mother and the respondent's father did not appear to generate problems, although sensitivity must always remain a consideration. Both during interviewer training and during the actual survey, the relevance of information which did not pertain to one's self was questioned by respondents. For persons who had been adopted, the country of birth and language first spoken by parents was not easily available. In cases where natural parents are not known and information is provided on adoptive parents, minority populations may be under-reported.

For language first spoken by the respondent's mother/father - particularly in the case of older respondents - problems of recall were observed and several respondents qualified their response with ", I guess". Such recall or knowledge problems may prove to be major obstacles in inquiries on language first spoken at home in childhood by parents.

Offensive Nature of Questions posed in the CORS

Only 17 persons (3% of the survey population) considered any of the questions on cultural background to be offensive. Some persons indicated, however, that although the questions did not offend them, they thought that others might find them offensive.

Complete refusals to participate in the telephone re-interview were negligible (less than 0.1%). In one case, the refusal was due to a decision by the individual contacted not to participate in any telephone interviews. It is believed that the preliminary work,

i.e. dispatch of an introductory letter to the target population, resulted in a high degree of co-operation.

Relationship between Information obtained in the November 4, 1988 test in Supplemental Areas and the CORS (March 1989)

The information provided in response to the CORS interviews was compared with that provided by the same respondents five months earlier. Figure 6 indicates the results of the comparison. For those who would be identified as being "in a visible minority" on the basis of information from the ethnic origin question in the National Census Test, almost half indicated that they were, in response to the direct question (Question 7) in the follow-up. More than a quarter, however, revealed that they were not. Respondents requiring clarification of what was meant by visible minority and then responding in the negative to the question accounted for another 10% , while 12% reported that they did not know whether they were in a visible minority or not.

Among those for whom the derived information on visible minority status indicated that they were not in a visible minority, coincident information in response to the telephone inquiry was provided by three-quarters. Divergent information was reported by 13% and, after clarification of what was meant by visible minority, 7% of those who would be in a visible minority on the basis of derived statistics reported that they were not.

Summary and Recommendations

Completion of the National Census Test questionnaire by households in areas with concentrations of Employment Equity component groups indicate that there were few problems with the inquiries on race and ethnicity. Respondents appeared to understand the thrust of the questions and there was no evidence of a negative reaction or major incidence of backlash responses. For the most part, the questions posed will provide adequate information for addressing the requirements of Employment Equity legislation. The question on race enables identification of the population which is non-white and therefore, according to Employment Equity legislation, "in a visible minority in Canada". The inquiry on ethnic origin/ancestry via a question on ethnic or cultural origins of parents and grandparents provides adequate information on component groups such as Filipinos, Chinese and Southeast Asians. The absence of either a precoded circle or reference to the Black population in the questions on ethnicity did not seem to pose problems for respondents, since the question on race included a precoded option for this segment of the population to mark in a response. The combination of an inquiry on race with one on ethnicity would therefore be appropriate from the perspective of Employment Equity legislation. Many employers required by this legislation to report to the federal government on their employment practices are already asking their employees questions which reflect this thrust towards obtaining the necessary information; some of their approaches may prove instructive.

The subjective nature of an inquiry on ethnic identity as opposed to ethnic origin/ancestry does not lend itself to satisfying the factual requirements of Employment Equity legislation. The preference would therefore be for an origin/ancestry type inquiry.

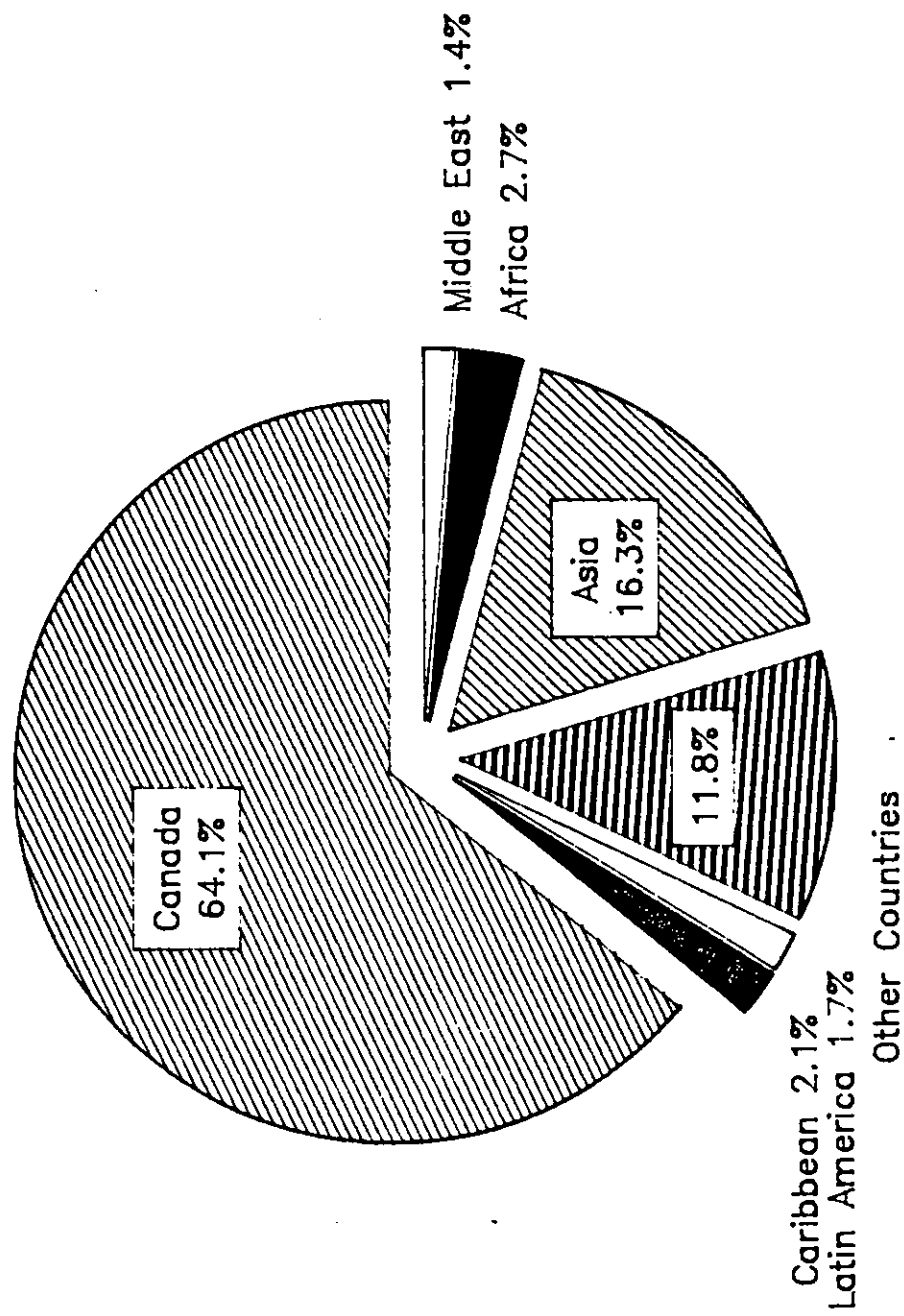
In the census, coverage issues remain important and attention must be paid to the enumeration process in hard-to-enumerate, inner city areas where many members of designated groups may reside. Minorities can easily slip through the cracks if, as some reports from drop-off staff indicate, they constitute a hard-to-enumerate population.

While being Canadian is an element of pride for most of the population, an enticement to so report via a pre-coded option in a question on ethnicity could confound abilities to derive information on Employment Equity component groups. Even when this option is presented as the last one, it is a convenient choice for many respondents and may be an invitation for a combination of responses including citizenship/nationality. To some extent, this latter may be reduced by positioning a citizenship/ nationality type inquiry immediately preceding the ethnicity inquiry.

Finally, refinements may be made to the inquiries on ethnicity and race. In the former case, consideration may extend to use of only one term - either ethnic or cultural - in the question, thereby reducing the need for respondents to make the distinction. In the case of race, there is little evidence that reference to colour is necessary in the question. Its elimination may result in the exclusion of colour-type write-in responses.

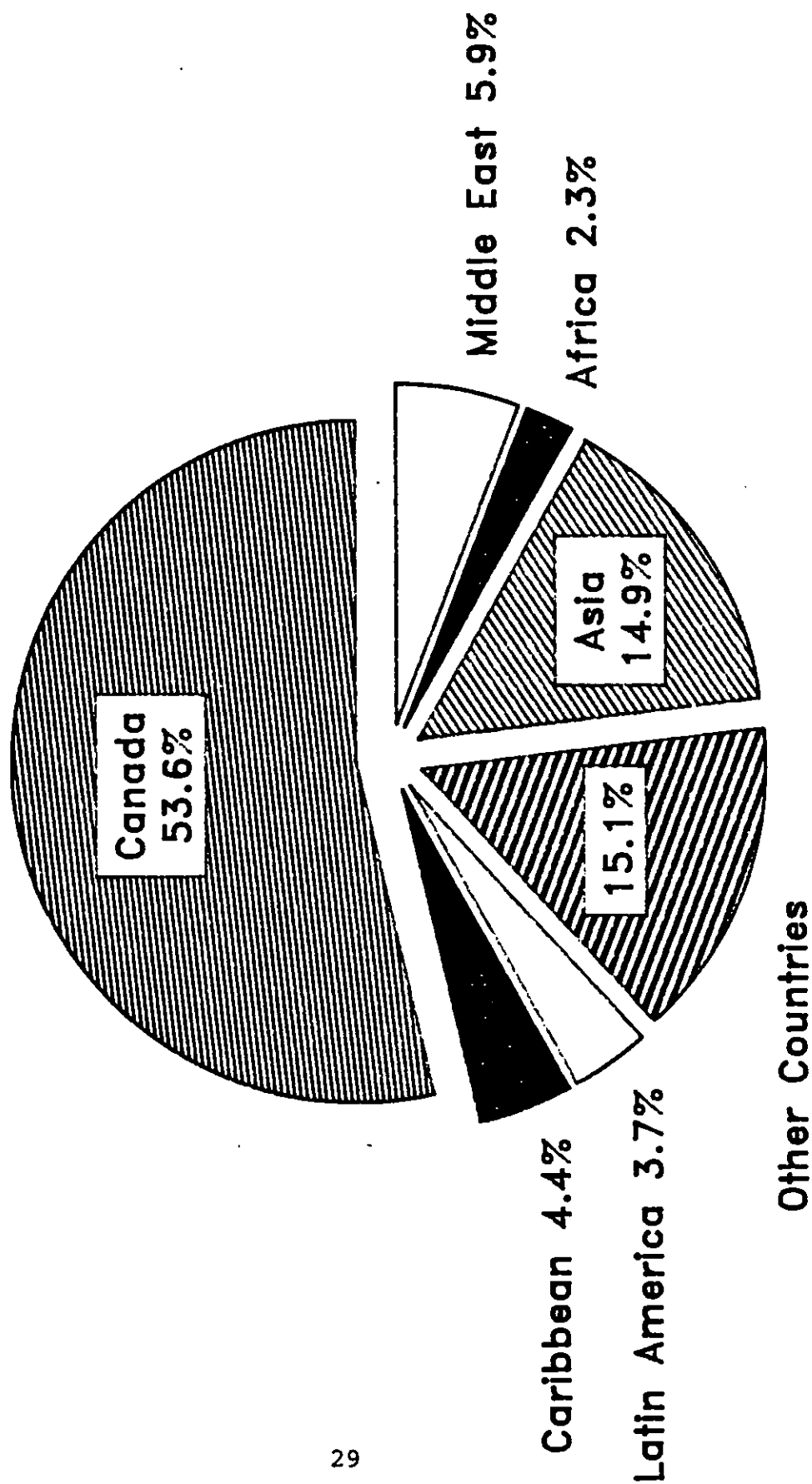
DIAGRAMS

Figure 1:
Percentage Distribution of Respondent Population(1)
in Supplemental NCT Areas by Country/Region of Birth.

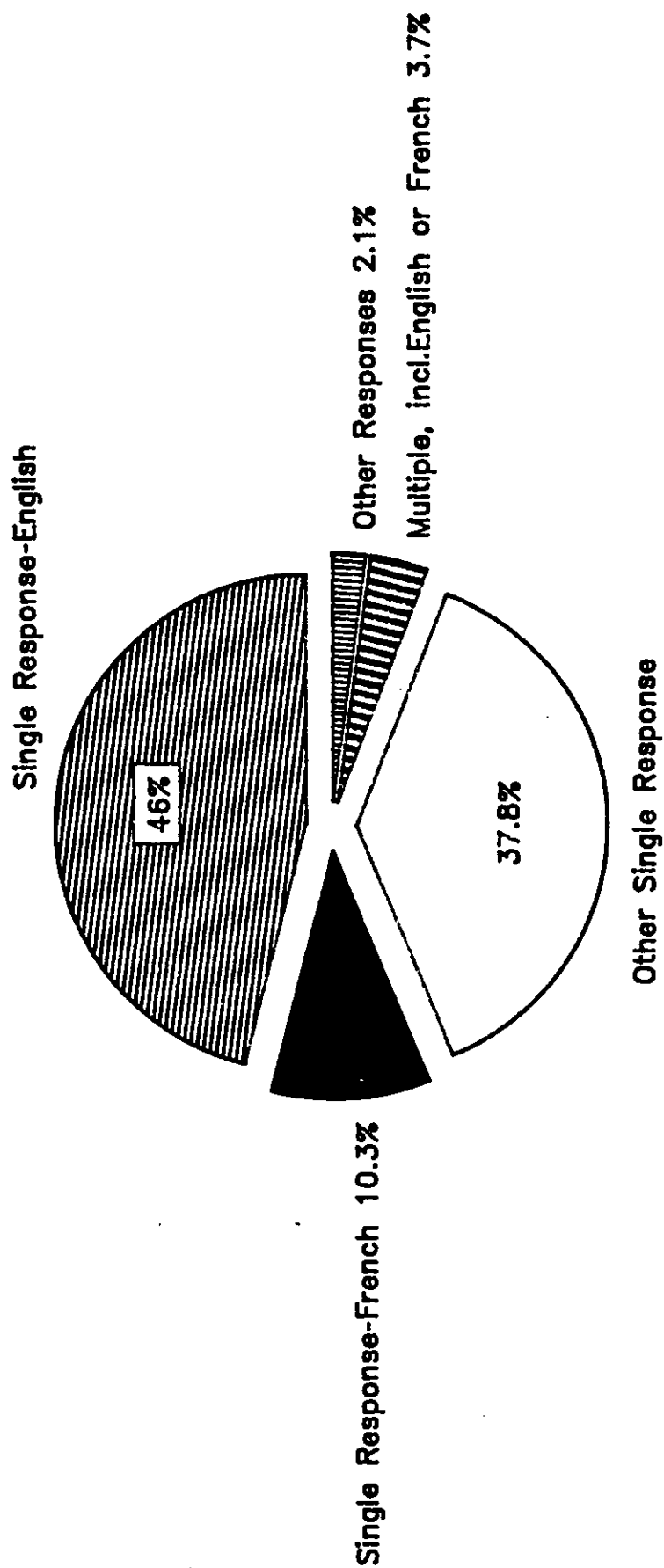


(1) Excludes Not Applicables(164), Invalids(222) and Non-response(400).

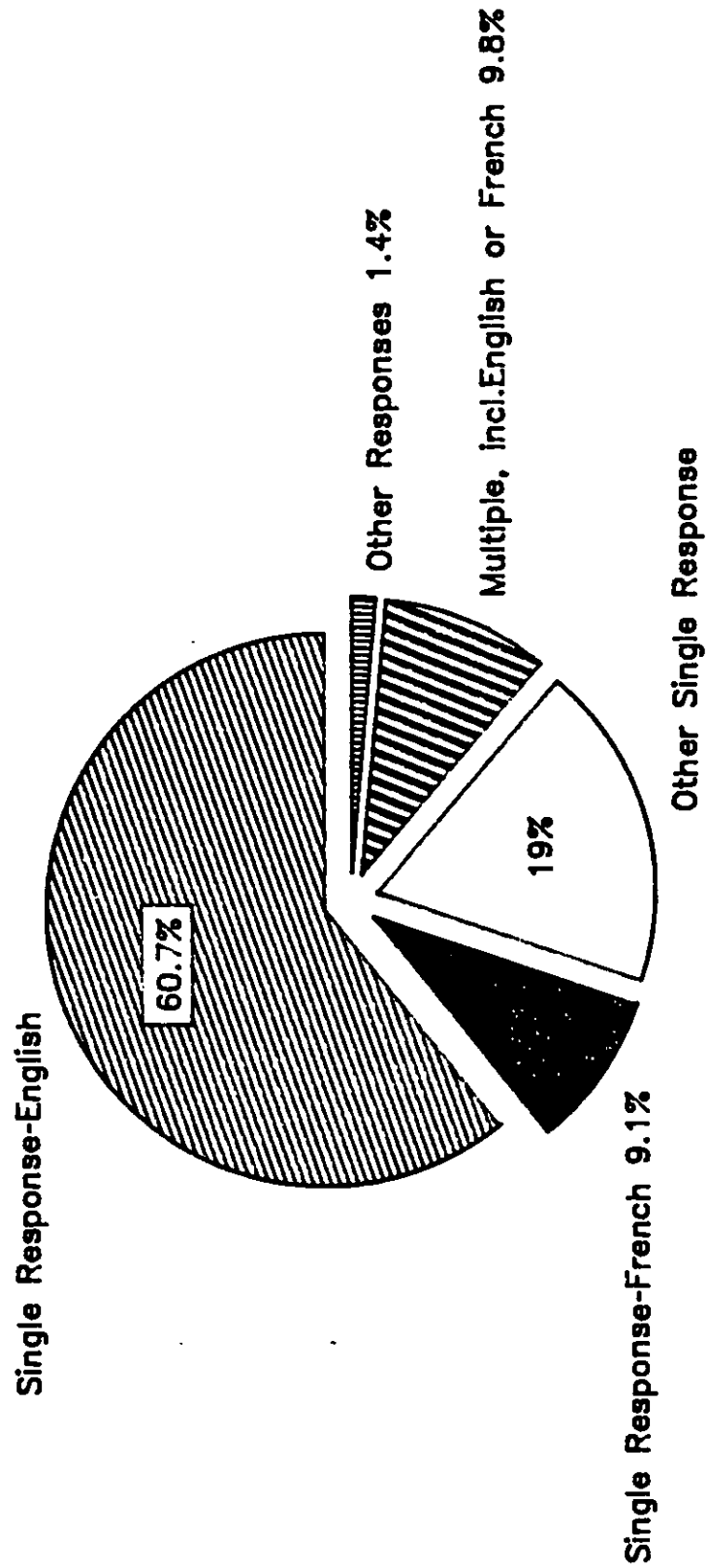
**Figure 2: Percentage Distribution of the C.O.R.S. Population
by Country/Region of Birth.**



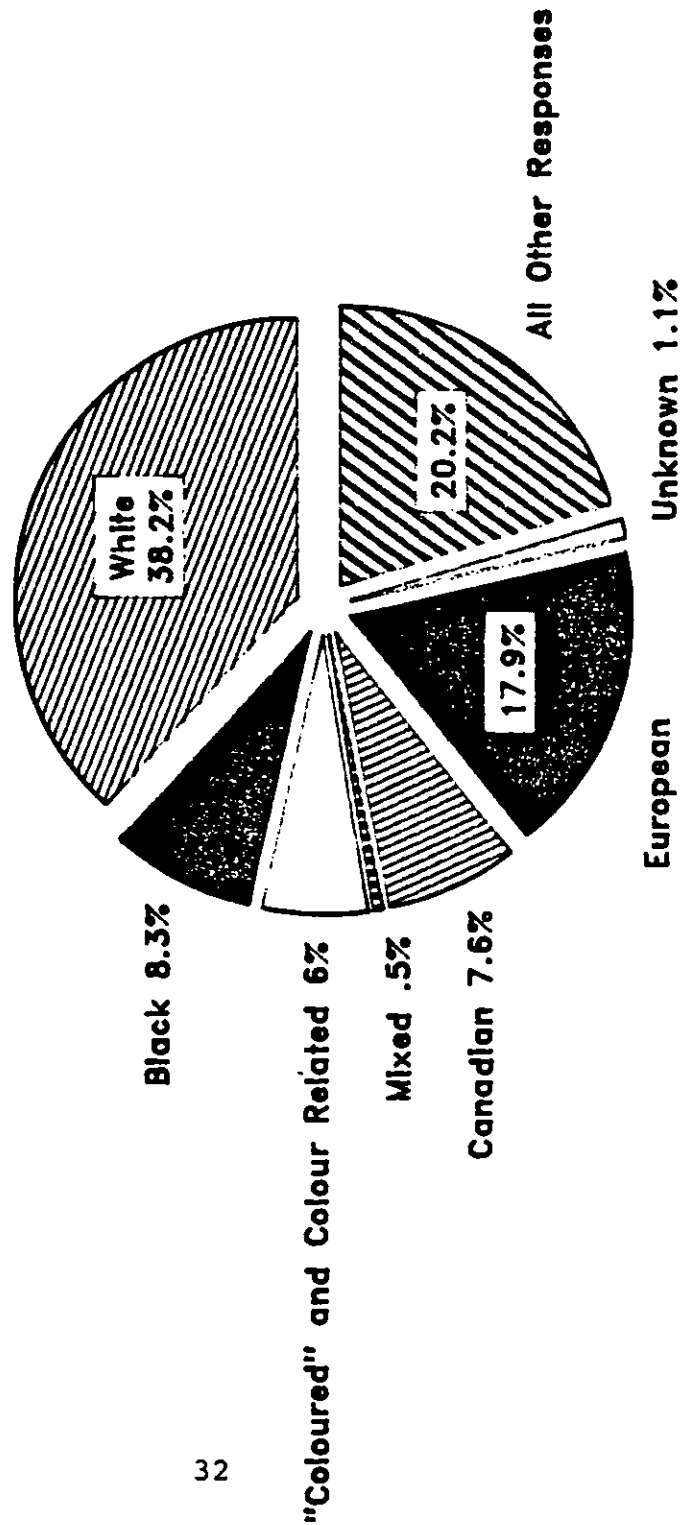
**Figure 3: Percentage Distribution of the C.O.R.S. Population
by Language First Spoken at Home in Childhood.**



**Figure 4: Percentage Distribution of the C.O.R.S. Population
by Language Spoken Most Often at Home.**

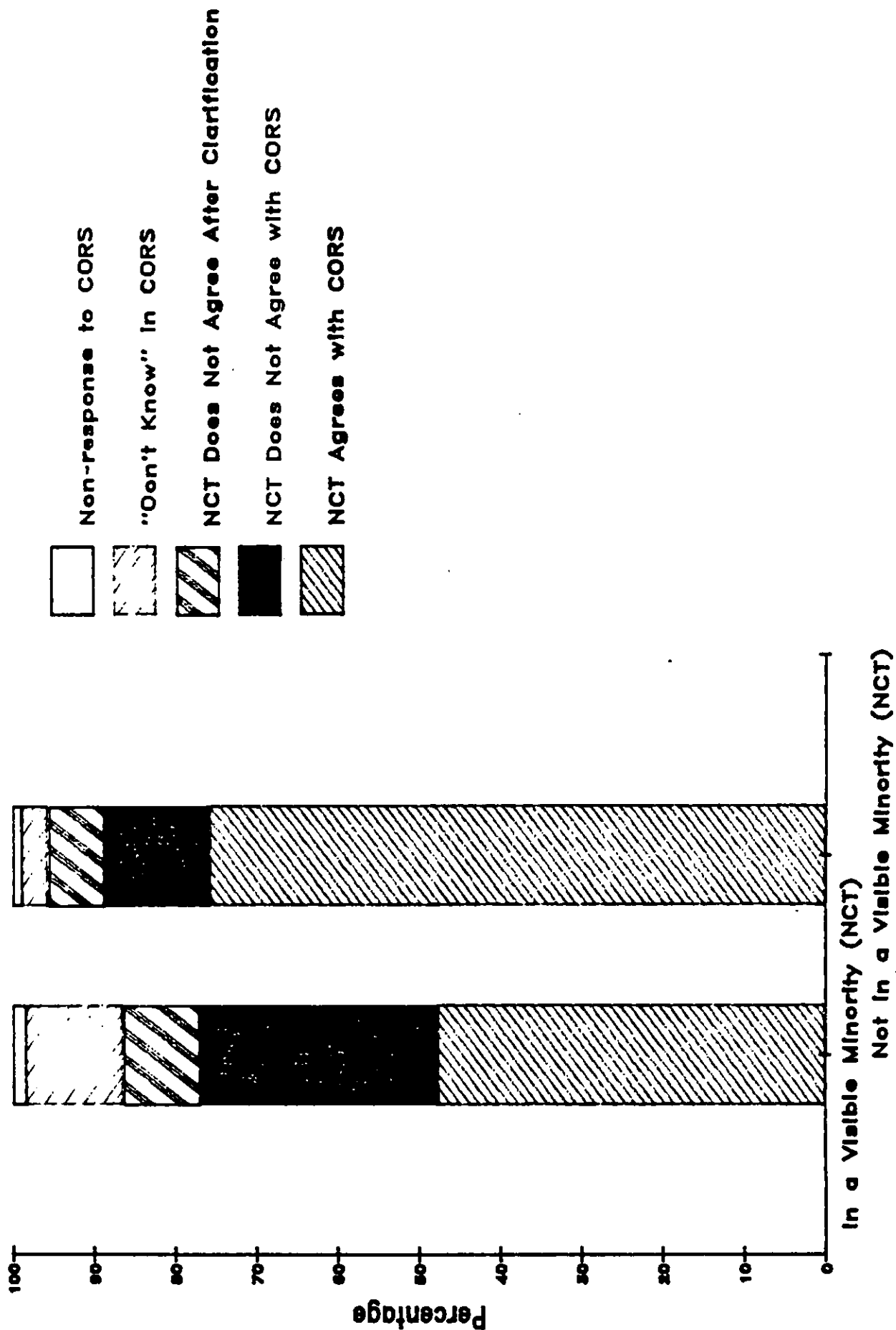


**Figure 5: Percentage Distribution of the C.O.R.S. Population
by Race.**



The number of persons using the word 'Asian' to report race was negligible

**Figure 6: Derived Visible Minority Status (NCT in Supplemental Areas)
by Perceived Visible Minority Status (C.O.R.S.).**



**Questions on Cultural Background and Languages
in the NCT**

CULTURAL BACKGROUND

CULTURAL BACKGROUND

11. Where was this person born?

Mark or print according to present boundaries.

In Canada:

- | | |
|---------------------------------|---------------------------------|
| 01 <input type="radio"/> Nfld. | 07 <input type="radio"/> Man. |
| 02 <input type="radio"/> P.E.I. | 08 <input type="radio"/> Sask. |
| 03 <input type="radio"/> N.S. | 09 <input type="radio"/> Alta. |
| 04 <input type="radio"/> N.B. | 10 <input type="radio"/> B.C. |
| 05 <input type="radio"/> Que. | 11 <input type="radio"/> Yukon |
| 06 <input type="radio"/> Ont. | 12 <input type="radio"/> N.W.T. |

Outside Canada:

- 13 ☐ United Kingdom
14 ☐ Italy
15 ☐ U.S.A.
16 ☐ West Germany
17 ☐ East Germany
18 ☐ Poland
19 ☐ Other — Specify

--	--	--	--

12. Of what country is this person a citizen?

Mark more than one circle, if applicable.

- 1 ☐ Canada, by birth
2 ☐ Canada, by naturalization
3 ☐ Same as country of birth
(other than Canada)
4 ☐ Other country

**If this person is a citizen
of Canada by birth, skip
to Question 14.**

13. In what year did this person first immigrate to Canada?

If exact year is not known, enter best estimate.

1	9		
---	---	--	--

OR

- 98 ☐ Before 1900

14. Where were this person's parents born?

Mark or print country according to present boundaries.

Father

1 ☐ In Canada

2 ☐ Outside Canada – Specify

--	--	--	--

Mother

3 ☐ In Canada

4 ☐ Outside Canada – Specify

--	--	--	--

15. What are the ethnic or cultural origins of this person's parents and grandparents?

Mark or print as many groups as apply.

01 ☐ French 07 ☐ Ukrainian

02 ☐ English 08 ☐ Dutch

03 ☐ German 09 ☐ Chinese

04 ☐ Scottish 10 ☐ Jewish

05 ☐ Irish 11 ☐ Polish

06 ☐ Italian 12 ☐ Portuguese

13 ☐ North American Indian

14 ☐ Métis

15 ☐ Inuit (Eskimo)

Continue
below

Specify Band or First Nation or Tribe, if applicable (for example, Cross Lake Indian Band, Haida Nation, Inuvialuit)

	1	
--	---	--

	2	
--	---	--

16 ☐ Other ethnic or cultural group(s) (for example, Greek, Norwegian, Indian from India or U.K. or Uganda, Vietnamese, Filipino, Mexican, Armenian, Haitian, Lebanese, Japanese)

Specify

	3			
--	---	--	--	--

	4			
--	---	--	--	--

17 ☐ Canadian

16. What is **this person's** ethnic or cultural identity?

Mark or print as many groups as apply.

- 01 ☐ French 07 ☐ Ukrainian
 02 ☐ English 08 ☐ Dutch
 03 ☐ German 09 ☐ Chinese
 04 ☐ Scottish 10 ☐ Jewish
 05 ☐ Irish 11 ☐ Polish
 06 ☐ Italian 12 ☐ Portuguese

13 ☐ North American
Indian

14 ☐ Métis

15 ☐ Inuit (Eskimo)

→ *Continue
below*

*Specify Band or First Nation or
Tribe, if applicable (for example,
Cross Lake Indian Band, Haida
Nation, Inuvialuit)*

- 16 ☐ Other ethnic or cultural
group(s) (for example, Greek,
Norwegian, Indian from India or
U.K. or Uganda, Vietnamese,
Filipino, Mexican, Armenian,
Haitian, Lebanese, Japanese)

Specify

1

2

- 17 ☐ Canadian

17. Which of the following best describes this person's race or colour?

Persons of mixed race should mark or print the applicable groups.

- 1 ☐ White
 2 ☐ Asian
 3 ☐ Black
 4 ☐ Other race or colour – *Specify*

LANGUAGE

<p>LANGUAGE</p> <p>8. What language or languages does this person speak well enough to conduct a fairly long conversation on different topics? <i>Mark or print all the languages in which this person can carry on a conversation.</i></p>	<p>1 <input type="radio"/> English</p> <p>2 <input type="radio"/> French</p> <p>3 <input type="radio"/> Other – Specify</p> <p><input type="text"/> 4 <input type="text"/><input type="text"/><input type="text"/></p> <p><input type="text"/> 5 <input type="text"/><input type="text"/><input type="text"/></p> <p><input type="text"/> 6 <input type="text"/><input type="text"/><input type="text"/></p>
<p>9. What language does this person speak most often at home?</p>	<p>7 <input type="radio"/> English</p> <p>8 <input type="radio"/> French</p> <p>9 <input type="radio"/> Other – Specify</p> <p><input type="text"/> <input type="text"/><input type="text"/><input type="text"/></p>
<p>10. What language did this person first speak at home in childhood? <i>If more than one, mark or print the language this person spoke most often.</i></p>	<p>1 <input type="radio"/> English</p> <p>2 <input type="radio"/> French</p> <p>3 <input type="radio"/> Other – Specify</p> <p><input type="text"/> <input type="text"/><input type="text"/><input type="text"/></p>

Appendix B

Comments provided by Respondents to the NCT in supplemental samples EAs

CULTURAL BACKGROUND

I resented the specific nature of these questions and feel that ranges (e.g. Income 10-2000) should be used. I do not see the statistical relevance of specifics when most data will result in general demographic reports. I did appreciate the page format and feel the recognition as Canadian as a cultural identity was significant progress over previous choices

Talk about respondent burden! After pulling out 1987 income tax records calculating an hourly wage from a pay stub, etc. and being asked to look up mortgage files and utility records, one tends to lose interest. This took 2 hours. Question 15 & 16 were extremely difficult for a mixed heritage family. I know my genealogy in detail but part of my ancestry is 6th generation Canadian (my daughter is 7th) yet you seem not to want us to use "Canadian" since you put it last. Question 18: "Metropolitan Bible church" - pick a religion to match that. Question 36: You've got to be kidding! I'd need 2 pages to cover my duties. A complaint: Your cover says "A STC interviewer called while you were out" They did not - They simply left the stuff did not even ring the bell-we were there all day.

1. *This questionnaire doesn't provide any means of correcting an error made. I checked the Guide, couldn't find an answer so I blacked out circles.*
2. *I don't feel giving an employer's address is necessary.*
3. *Question 29 doesn't provide for people with less than high school graduation.*
4. *Questionnaire doesn't provide for adopted children (hence cultural differences in social history section).*

Re- Questions 15 & 16 - parents born in Canada. Grandparents also born in Canada. Great Grandparents predominantly English & southern Ontario - unable to trace directly. Step father-German background.

Re. Question 11- born in Nova Scotia but most childhood years spent in Ontario & British Columbia. Generally - This questionnaire could be misleading for those Canadians raised in "Blended Families".

Pour moi cochez c'est v et x. Pour les questions 8-1/ 9-8/ 10-2 j'aurais préféré que l'on indique "français" au 8-1/ 9-8/ 10-2 et non anglais d'abord à chacune de ces questions, comme on l'a indiqué pour les origines ethniques au no. 15-01. C'est plus correct. N'est-ce pas "Jacques Cartier" qui a découvert le Canada en 1534. Ce furent les débuts de la colonie. Les 1er établissements étaient "français". Vous ne mentionnez rien concernant une personne qui a pris sa retraite en cours d'année- La personne. Mon mari a pris sa retraite le 1er juillet 1988.

Vous ne tenez pas compte que certaines personnes ne sont pas capables de lire un aussi long document écrit ni petit. question 14 to 17 xxx. Formulaire mal assemblé, pages manquantes. Etape 9- quoi écrire si une tierce personne a rempli le formulaire. Merci

If there were members of the opposite sex sleeping here overnight, how likely is it that one would record it?

Question 13 should state If you immigrated

Question 16: cultural identity-what is that?-be specific

Questions 8 through 10 on language spoken are unclear as they pertain to infants who speak no language as yet. Is "none" the answer you want here?

Questions 15 and 16 are confusing and continue the trend to not consider oneself Canadian. My ancestors came to Canada prior to 1812. I consider myself to be Canadian, not Irish. Perhaps these questions could be reworked so that ancestry beyond "X" generations is not pertinent. Only recent immigrants have a strong cultural identity.

Otherwise, the questionnaire is clear and easy to answer.

In questions 15 & 16, it is easy to overlook "Canadian" because it is so far removed from choices 1-12. I would suggest putting it as the #1 choice.

In question #16 the "Canadian" option should be the first alternative.

Question 15 is very difficult to complete without a better explanation of what is needed.

Question 15 & 16- "French" and "English" could be interpreted as either European (France and England) or French or English Canadians.

In the section on Ethnic and Cultural Origins, the "Canadian" response could easily be dismissed, for two reasons: Its location on the form; it is not mentioned in the guide. Also, the meaning of grandparents' or parents' cultural or ethnic "origins" is not clearly explained.

Q.15 (16) Why are people of Indian cultural origin split into sub-groups. Why not other groups e.g. English from S. Africa, Rhodesia etc.?

Q.17 I do not think that "white" or "Asian" describes a race. While "white" describes the colour "Asian" does not describe a colour. I object to this question. Why does the government want to group Canadians by colour?

I feel the French Copy is such a waste of money, except where people speak French only. That could be determined at time of delivery. I am tired of being asked what my ethnic origin is. My parents came from Austria, in 1911, I am 30 years old

I was born here, my folks adapted the English language real soon, so Ukrainian was used very little in my home. After marriage, none at all accepted xxx, etc. My mother is 98 years old and speaks the language very well. So I consider myself Canadian xx xx my parents xxx Canada they too would be Canadian period. Our children have about 8 nationalities. What would you consider their ethnic's origin? Then perhaps we would not have these ethnic differences as in the U.S.A. They are American.

Thank you.

Question #16- Being Jewish Is a Religion NOT a cultural identity!

I don't like this form because me and my family are all Canadian. The parent and grandparent have a history of more than one ethnic back ground.

Regarding the section on ethnic backgrounds: it was very difficult to answer questions pertaining to my husband due to the fact that his ethnic identity is linked to a religious community whose ethnic origins can not necessarily be pinpointed to one particular area of the world due to a mixture of ethnic origins over the history of the religion. Stating "Ismaili" is about as accurate as I can be.

Questions such as language spoken are rather difficult to answer when one person is 6 months old. Also asking about the marital status of a 6 month old is also rather silly.

En vous fiant a vos renseignements précédents quant a l'origine ou la langue parlée d'un grand nombre de citoyens vous pourriez nous laisser un questionnaire approprié et ainsi réduire les frais d'imprimerie de ces questionnaires. J'ai du jeter l'exemplaire anglais à la poubelle tout en étant consciente de l'ampleur des dépenses gouvernementales et du déficit. CE SONT NOS TAXES QUE NOUS JETONS A LA POUBELLE.
Merci

Question 16- last paragraph in guide - Indians- Guyana is not in South Asia, but in South America. Most of them are Amerindians.

I find the questions in this questionnaire offensive and intrusive. The government has no right, whatsoever, to ask some of the questions that appear on this form. The only reason I filled it out is because I am under legal obligation to do so. This amounts to nothing more than government harassment of innocent citizens. This is the third census questionnaire that I have filled out in two years. The first one, filled out in 1986, was lost in the mail. They made me fill out another one. Because of this, I am mailing this form registered receipt. The bill for the excess postage will follow. I have my own questionnaire for Mr. Ivan Felligi to fill out. It follows below:

#16 - My grandparent were born in USA (Penn. Dutch which means German American) #16 unclear re-answer for self or parent or grandparent. So did both.

I really do not think it is necessary for us, as citizens, to have to answer some of the questions that have been seen. Why do you have to know the ethnic or cultural backgrounds of our grandparents?

I don't know why my "Ethnic background" or that my parents and grandparents is so important. I consider myself a Canadian first, last, and foremost. My grandparents died in Poland long before I was born and my parents are also dead. I thought the information about me was to be about what I think I am! (Canadian) (No Hyphen) Next time there is a census I will list myself as Canadian only.

*I had trouble on question 15
I'm not sure of my grandparents ancestry.*

In section #15, there should be a category for Black Nova sections whose ancestors descended from slavery. This would allow for more accurate recording of ancestry.

We have four family members we live at this address last ten years. My name, my wife name.... my son and daughter name....Nobody live with us. Me and my wife born in Pakistan and my two children born in Canada Ontario Toronto.

Concerning Religions, I was baptised as a Catholic however I have not practised this religion since my teens and consider myself an Atheist. As for cultural origins, we are both truly Canadians as our ancestors have been in Canada since at least 1830 and as far back as 1776.

I find it frustrating that on a Canadian census, we continually ask our racial origins and nationalities. The longer we continue to ask and encourage these responses the loss of a real Canadian identity we'll have. When people start saying "I'm Ukrainian" first, then Canadian, we in this country have a real problem. The census questions only encourage that type of response. Lets get with it and start acting and being Canadian, not a bunch of immigrants.

During last month, voters registration for province of Alberta and Government of Canada and this census was done which is triplicate expenditure of our tax dollars. Information regarding income is already reported in the tax form, therefore this form goes into wide spread data collection which duplicates. Also subject to discrimination when asked about colour, race and region where born.

We specifically found the questions pertaining to ethnic origin confusing, however, the booklet did help. Perhaps our difficulty was that several generations of both our families were born in Canada, and though we do retain portions of each ethnic group in our lives we are primarily Canadian and thus most of our values, foods and teaching to our children are centred around Canadian culture (as such) We also found it difficult to break down some of the dollars earned and spent on our dwelling to exact dollars and cents. The questions were simple enough but we simply do not calculate our budgeting down to cents. It would perhaps be more applicable from our point of view to have persons round figures to the nearest dollars, or in the case of income nearest hundred. Of final comment we found the entire questionnaire easily completed and understandable, and when in doubt the guide was very explanatory.

Copying everyones names twice is dumb. Q15 is confusing as are 33, 35, 36

Question 16 (Ethnic or Cultural Identity) should list "Canadian" closer to the top of the list. (the first time though, we didn't even know it was there)

On the first page the names in parenthesis are non-legal names which we go by usually. Question #12 we are Canadians by adoption. We have completed this form with our natural parents in mind but not our

adopted mother.

TEST

This census "test" would appear to do little to address the reasons stated for asking the questions. For example, obviously I am a single parent living well below standards. Why? Perhaps because there are few well paying jobs in my field (education), or possibly the fact that I owe the Ontario Gov't, \$7,000.00 for my education or where is the father of the children and his child support payments etc.etc.etc. I cannot see how any of the information I have submitted will help my life, but you're welcome to it. It's free. Next time someone should ask the right questions.

I am very pleased that I could assist the Government in the latest Census forms. I must tell you that I was not registered at birth when I was born, but my parents signed a document in 1937 and pledged honesty that February 21st 1916 was my birth date. Through this document was issued a birth Certificate which I had used and still do, however, when the time came for My Old Age Security, my Birth certificate was not acceptable so the Department had to do the Census search. Everything was in order but my parents had changed are ages seeing we were not able to attend school until eight and nine. I'm sure it would have been more difficult if it hadn't been for the Canadian Census and Department of Veteran Affairs. I thank you again.

This seems like a major waste of time. Most of this information should be available from other sources. Why not give me the information you already have on me so I can update rather than having it start from the beginning each time.

I am not sure of the answering to many questions. My husband died this spring and he had looked after most of money payments and I am thoroughly confused.

Dear Sir,

I regret the delay - Illness and Holidays, are contributing factors?

Many immigrants who have little background in English as well as probably others, would need detailed supervision in filling out the form.

*I am not too impressed with some of these questions! Is nothing sacred any more.
This form is too complicated for many senior citizens. Not everyone has someone to assist them.
How many copies of this test form were circulated? How was distribution determined?*

Please forward a copy of my information "related to the Personal Information Bank STC/P/PO4007". I think a Canadian citizen or for that matter anyone who has filled out or is named in a census form, should as a matter of course be sent a copy or at least an acknowledgement) of the information kept on record about them. If not a simple YES or NO box, at least the opportunity to write out a request on the very form we have completed.

The third person listed in this house was only here for one week. She is a cousin we don't often see and I can't answer the questions about her. She is now gone home. This form was very difficult to do. Our salary & # of working days were particularly tricky. I had to have many blanks. Why are these sent out? How were we chosen?

This questionnaire was completed by grandson because she could not understand these questions. This questionnaire will prove difficult to many elderly. Why we burden them with this in addition to census forms, tax forms and other government forms is truly astounding.

This was a time consuming & very lengthy questionnaire. I hope the information is put to good use

This is a poorly designed questionnaire not at all suitable for thousands of persons. The accurate response to this form would be small. I would give a 4 out of 10

We think this is an unnecessary burden for seniors over 75 to have to fill out a form such as this.

Some of these questions require an awful lot of research & especially wage information would be & should be obtained by Revenue Canada. Frankly this questionnaire required a lot of unnecessary bother & I feel it should be better set up.

Don't understand too much of this questions. Answered best as I could.

Please don't drop any more of these in my mail box. Its hard and very confusing

This questionnaire looked like it would be complicated but it was straight forward.

It does not make any sense to send million of these forms out in French to areas that DON'T speak French!

Do you really feel you are getting 100% honesty from everyone?

Some of the questions which you ask for the old age retired peoples and children shouldn't be printed, as I felt so difficult to answer.

If I (the daughter) had not been here to do this for my mom she could not have filled out this form and would have been confused and upset. I'm not sure what the answer is, unless to advise seniors or others with limited education in form-filling-out that it's OK to get help for this.

I have completed this to the best of my ability. My husband and I are getting up in years and to us this is quite a chore. We would appreciate not receiving another in the future.

Would suggest that you pick someone a bit younger next time.

Why are the same people chosen everytime to fill out these forms?

My answers are truthful-many will have a field day forgetting or omitting data Good Luck!

I would like to know why on every Census that this address gets a long form. Format is good but financing and tax data may be difficult for quite a number of people and what purpose does it serve?

#18 Born again Pentecostals! Sorry for mailing it in late. It was filled out on Nov 4.

Very accurate and easy to fill out. This is more better than to have a numerator question you about your personal and private affairs. I am very proud to be a Canadian. I will always serve God and my country. Canada is safe and free. We are people helping people.

I applaud you or your efforts. The census form is both lucid and complete. Keep up the good work.

I regard this as an intrusion, regardless of whatever powers you may claim to have by law. I do not believe that some of these questions are the right of government or anyone else in a free country which has not yet become (but is sliding toward) a police state.

Further it is my view that if ordinary market studies aren't enough for you, then you should recompense people whom you ask to take the fairly considerable time required to try to comprehend your instructions & questions and fill out the form. I think you should jump on the Conservative bandwagon and arrange to have those citizens who muddle their way through the form receive a tax credit of say \$20.00 against their income taxes.

Extremely time consuming. Much of the information was very personal and we question the need for all this information to be given out worse than filling out an income tax form.

Documents trop long à remplir.

The census questionnaire is too long.

Plusieurs questions idiotes et indiscrettes.

Quit asking the same stupid xxx questions over and over.

Please send us the statistics results when completed. Also send us an outline of the usefulness of such data. Thank you.

1. Vous savez les salaires qu'on fait au départ. Je trouve cela inutile de le demander car les impôts sont-la pour faire payer les petits comme moi et qui xxx les deux pour arriver a rejoindre les 2 bouts et au bout de xxx que l'impot vienne tant chercher en xxxx.

2. personne #2 ne veut pas que vous preniez en consideration sa fierté.

We are refugee claimants who have been in Canada since three months ago.

This is a very long and detailed paper. I spent hours looking up information for dates etc. I cannot see the average person filling this out dilligently.

They came to Canada on January 1988 like tourist. 21 of april they put document for landed immigrant. They do not have yet social security number, therefore they can not work now.

Too many questions. It takes too long to answer all of them.

J'ai trouvé que c'était une perte de temps inutile.

Next time Please don't send it to us. Thank you.

Too lengthy, some questions are unnecessary! Time consuming and sometimes repetitive. Some questions could be omitted.

This questionnaire is far too long and is extremely tedious to fill out. - Also time consuming.

- 1) Very nice layout
- 2) No questions about pets?
- 3) No questions about vehicles?

How come only certain people receive the census forms?

What is the importance for this personal information? What advantage is it to us to give this information to you?

What is the importance of this National Census questionnaire?

Why was it so detailed and very time consuming?

In closing we hope that we don't have to go through this again.

La disposition et l'impression sont claires, faciles à suivre. Le questionnaire se remplit très bien

This form is as complicated as the tax form the Federal government promised to simplify - will soon have to get consultant to fill out these questions as we are presently doing with the tax forms.

Some figures are only estimates

Some information is not easily accessible to me therefore are accurate only to the best of my recollection.

I hope everyone(Households) is required to complete this questionnaire since it is an imposition.

Ce questionnaire me semble très bien préparé à l'avance, mais certaines questions sont parfois poser drôlements ce qui porte certaines personnes à choisir lorsqu'il a un choix ou plusieurs questionnaires à répondre dans une même étape.

Yes your questionnaire was long and very time consuming, your questions were not very clear such as question 39. Most of this information can be found from Revenue Canada or Stats Can so why send this one

Je vais quitter ce pays bientôt; ce n'est pas nécessaire de conserver ces renseignements personnels pendant si long temps. Je n'ai pas méchant seulement une vielle, et ceux-ci ce sont un test n'est pas un dossier permanent.

Your questionnaire is very well laid out and easy to follow. You people should write the tax forms & returns for Revenue Canada.

Most people, especially the elderly are intimidated by this package. It is confusing in spots, and many say that they will not bother with it.

It is to be hoped that the benefits of this survey will exceed the cost of this in time and in money.

J'ai trouvé que c'était une perte de temps inutile.

Next time Please don't send it to us. Thank you.

Too lengthy, some questions are unnecessary! Time consuming and sometimes repetitive. Some questions could be omitted.

Very accurate and easy to fill out. This is more better than to have a numerator question you about your personal and private affairs. I am very proud to be a Canadian. I will always serve God and my country. Canada is safe and free. We are people helping people.

I find the questions in this questionnaire offensive and intrusive. The government has no right, whatsoever, to ask some of the questions that appear on this form. The only reason I filled it out is because I am under legal obligation to do so. This amounts to nothing more than government harassment of innocent citizens. This is the third census questionnaire that I have filled out in two years. The first one, filled out in 1986, was lost in the mail. They made me fill out another one. Because of this, I am mailing this form registered receipt. The bill for the excess postage will follow. I have my own questionnaire for Mr. Ivan Felligi to fill out. It follows below:

It is too long and very few people could answer all of these questions totally accurately

This questionnaire is full of B.S. Not for human use

I don't know why you bother having these mailed most end up in the garbage.

Sorry most of questions are answered to the best of my ability and may be confusing to you, but that's life and answered with the same confusion of same

There seems to be little or no circle or boxes for your questions for young children. I have three children under the age of 5 yrs and have found your questionnaire to lack in this regard. e.g. Step 6 question 8 (children 1 1/2 and under will not apply) Step 6 question 21 (does not apply to any of my children). Step 6 question 18: I find your choices of religions puzzling and somewhat senseless, as they seem to be in no apparent order neither Alphabetical or number of members from greatest to smallest. It seems ODD some well known Religions are left out also I would suggest two answer boxes eg: What is your religion of choice : No religion X

I am a senior person so there are questions that I don't have to answer as I live alone. Widow to many questions. I find this a waste of time and money it could be used for other things than to be asking foolish questions. I don't think that everybody has to know personal things about a person. I need help to look after my yard so that I can stay in my home, but there is no help for that so I hope this is the last time I have to answer a bunch of foolish... It is help I need not to sit and waste my time because some one else gets paid for this and not a small pension like I have to live on below poverty level. People that are not from this country should be asked questions, not a true born Canadian.

EASY, FUN!!

I believe that City census

Provincial Census

Federal Census

should be done at one time. There is no need to have three separate Census. A waste of Tax payers money. All information is on income tax forms already. A total waste of time and money.

The following is not exactly comments, but inquiries instead: for example,

- How are the results of this census test across the country being utilized?*
- Will the results be published in a booklet with all the information provided by the test after they are tabulated? If not, how do we know that the information provided by the test is as effective as we have hoped in helping those who need this information to make decisions and policies?*

- Since this is the first test completed, I want to know are questionnaires for each test the same? If not, how do you make up these questions?(with more tests?)
- Can you tell me what qualifications are required to work at Statistics Canada??

I think you ask to many "DUMB" questions.

We are just 2 Husband and Wife. We are just poor people. We do not know anything about this program so if you are not happy with our answer again, come and see us.

As a senior citizen - I hate these questions as I don't know if I should say yes instead of no but I have done the best I could. Why waste your time of some one born in this "Great Country" going back 200 years, spend the money on getting rid of the illegals and free loaders.

I am extremely upset at the unnecessary questions asked in the census test, I would like to think that the Federal government has somewhere else more useful to dump their money. It was very monotonous to fill out these forms out every five years, but now the government faces the public to participate in these tests. There are however many questions you have overlooked, maybe this will help clear things up!!

- This family uses Crest, not Colgate toothpaste
- We use Dove soap.
- We eat fish 2X weekly.
- We don't wear black shoes except on Sundays, when we all wear black shoes.

Need I go on?!

I haven't figured out why Stats Canada required all this very private information. I don't believe I've ever seen complete census information after the fact and I don't think there is a benefit of a census to a middle class tax payer. I sincerely hope completing this lengthy document ensures we will not receive another book in 1991! I don't know anyone else who received this test questionnaire - what is your sampling size?

This is a big job to complete this form. I'd hate to have a large working family.

Malgré que mon mari soit anglophone, je demeure francophone. Je me sens plus confortable de répondre ce genre de questionnaire en Français. Par contre, mon époux se sent plus à l'aise en anglais. Nous ne savions pas s'il était préférable de répondre aux deux questionnaires. Je dirais même que je fais partie d'un foyer bilingue puisqu'il est facile de m'exprimer dans les deux langues officielles. Nous avons décidé que je remplirais le document en français.

We are refugee claimants who have been in Canada since three months ago

This was pain in the ASS!

Wasted my one hour.

This is the third "long" census form we have done. Please "ensure" that the next one is sent to someone else. How many times do you need the same information. Your stats. would be more accurate if you spread the questionnaire around to more widely dispersed families.

These questions are so stupid you should be ashamed to waste the tax payers money in printing or mailing them out.

I admit that it is important to know your country. But don't ask so many questions that are so personal. I wasn't trying to be smart I answered these questions, but some were stupid.

How can you verify if we are answering the questions truthfully?

On the whole, fairly straight forward although requiring some time and thought

Difficult questions:

1) #15 & 16: Interpretation!

2) #33, 35 & 36: terminology selection!

3) #43, 45, 53, & 55: Requires considerable time consuming, search of records for precision!

There was no at-door interview, nor any attempt I suspect.

DROP-OFF

Considering the National Cost of the census, there is an incredible amount of waste in material with each household receiving booklets in BOTH French and English. Even though French is one of our official languages, there must be another revenue of thought in which this can be done more economically pertaining to the double publication of all this material when ONE will be used in each household.

I feel there should be a place to mark for Stay-at-home mothers. Try to find an envelope that fits.

Please Note - Don't Bullshit People.-

A statistics interviewer did not call while we where out, but simply snaps the enclosed in our mailbox and ran.

This form has been completed by persons living in the basement suite of the main building.

A Statistics Canada interviewer did not call while we were out. The national census test was left propped against the front door and was discovered early in the morning when I received our a.m. newspaper. Since we were at home the previous evening and there was nothing at the door when we locked up for the night, it seems quite obvious who ever delivered these envelopes had no intention of conducting a interview.

I would like to add that without the government support of Co-Op housing my children and I would not be able to live in the comfort we now do. Please continue the support. I also would like to say it is a waste of taxpayers money to put these test envelopes into doors with no address and to place more than one in a mail box. I received 2. Thank you

Why send both languages? for English Canada just a post paid card for those who want a French copy.

Please make it as simple as possible!! This census test is too lengthy. Is there any other way to know who used English or French? Language in order to minimize sending two brochures.

Je n'ai pas reçu le test du recensement en français.

En vous fiant a vos renseignements précédents quant a l'origine ou la langue parlée d'un grand nombre de citoyens vous pourriez nous laisser un questionnaire approprié et ainsi réduire les frais d'imprimerie de ces questionnaires. J'ai du jeter l'exemplaire anglais à la poubelle tout en étant consciente de l'ampleur des dépenses gouvernementales et du déficit. CE SONT NOS TAXES QUE NOUS JETONS A LA POUBELLE. Merci

Next time, get an envelope that fits the census form without having to fold it up.

This is the 2nd time I filled out a government form/questionnaire where the returning envelope does not fit!

In the light of Canada's financial deficit of some billions of dollars, I consider it gross negligence to deliver two copies, one English and one French, to households of one language.

I feel you are wasting Tax payer's money by leaving french in every mail box as for the west everyone that lives in Alberta can read English there's only the very few who are just French.

CONFIDENTIALITY & PRIVACY

Where in the heck do you people get off asking how much any member of our household earns or what we make for payments.

Regardless of utilities and especially on the most important purchase a family will make in a lifetime. (A Home!)

In my opinion the Census searches to obtain vital Statistics such as Number of People, Religious Affiliation and Ethnic Origin. Borders on Bigotry.

So keep to the facts. Your immediate response might be negative, but the above mentioned items are personal and hopefully you're not that stupid to reveal those facts to anyone.

I do not feel it is your business how much income I made this year last year or any year. If this is for National Census then there is no need for names

Bullshit & invasion of facts that are none of your business.

I think some of the questions are no ones business but the person involved

Questionnaire is extremely personal and needless questions are asked; wages are personal, marriage is also a personal matter, number of rooms in my dwelling none of your business.

You say this is basically used to count the population in Canada, then why do you need to get so personal. If you were to stick to basic questioning you might have more people sending these back. There is no need to know how much money we've made or are making.

Half the questions are irrelevant. Some questions are personal and nobody's business.

Questions were very personal and of questionable interest

I think this is a waste of the Tax payers money and an invasion of privacy.

I believe the questions are too personal. If the reason is to ensure everyone is counted why ask financial questions.

Your insistence on the provision of given names in step 2 reflects an unwarranted invasion of privacy that cannot be justified under the concept of collecting statistics.

We fill this out under protest. A census is to count the population, not pry into people's personal lives & business.

I did not give our real names as I feel it is not needed for this questionnaire. As our phone number is silent we can be reached by mail. I also feel the government does not need to know my exact work address. I have answered these questions to the best of my knowledge.

J'espere que cet information reste confidential

We see this as above and beyond information required by a government agency for statistical census information. No longer is the census a glorified head count but an invasion of privacy.

Basically, all of this is NONE OF YOUR BUSINESS!!! My church, my ethnic background? My housekeeping? Are you "BIG BROTHER?"

Since personal information seems to be made public or taken from personal files by people unknown, we do not feel you are entitled to more information than that given in enclosed. We pay what is due government of Canada & feel you are invading our privacy asking questions. Which are only our business & Revenue Canada.

Orville (1984)

I trust this information is kept "strictly" confidential and that lists will not be sold or given to contractors, sales persons, etc. with our names, financial positions, etc. on it.

Some of the information I feel is no ones business but our own so I put "unknown" in it.

Questions I have not answered have no bearing whatsoever on the future of this country-- only through the whim of some civil servant attempting to prove his/her job is important! Ask sensible questions you will get them answered! Your confidentiality cannot be trusted. Your income questions are just being nosey! Ask the taxation people for the breakdown and save time and money as there figures are generated annually!!

I don't know how you can expect me to answer personal questions about others not in my family.

I find this form invasion of privacy. I cannot remember every dollar I made 2 years ago. This form pisses me off to no extent as I feel the questions are of no ones concern expect those it effects. For info. regarding wages etc. check wth Canada Taxation. I thought I lived in Canada not Russia.

I think this is an invasion of privacy and cannot imagine what possible use it can be. I think the money spent producing & editing these reports could be much better spent in other areas. I feel this is typical government expenditure for unnecessary information, this might have reduced the tax bill from this family somewhat.

I somehow believe that I will be in the minority, by taking the time to complete this questionnaire. Upon asking a few acquaintances, I was told (1) Why should I bother, and (2) that is none of their business.

I believe apathy, and the fear of honest disclosure to be the reasons.

I think this is an infringement of my privacy, and I do not believe in the complete confidentiality of any computer bank. Furthermore, since you do not request signatures or finger printing on this report, I cannot see how you can ensure that written requests for this information are actually from who they claim to be.

It is to be hoped that the benefits of this survey will exceed the cost of this in time and in money.

I somehow believe that I will be in the minority, by taking the time to complete this questionnaire. Upon asking a few acquaintances, I was told (1) Why should I bother, and (2) that is none of their business.

I believe apathy, and the fear of honest disclosure to be the reasons.

How can you verify if we are answering the questions truthfully? 12B, St Laurent, Que

Compilation of detail such as this, smacks highly of a "Big Brother attitude given that specific names are required and also specific names of employees. Assurances notwithstanding I am quite certain that all data in this questionnaire would be available to any person in any government agency who might wish to receive it. Are we becoming a police state

Although you mention the confidential nature of this survey; I was still reluctant to give answers. You should state that other government departments would NOT have access to this information. Nowadays people knows that government can tap into a mailing frame and access all kinds of information about one.

I think It would improve the response rate. Please reuse the French format guidebook. Print costs are high and since the lowly tax payers pay for this, please don't waste it.

The problem is that government requests for information responses are never treated confidentially. Therefore, it is difficult to be confident that private info relating to relationships or finances for example will in fact be given priority confidentiality treatment. Too much "leakage" occurs. People including myself have lost confidence the Stats-Can confidential status - Consider use of SIN #'s as an example.

I resent stating salaries I feel that this is confidential and very personal and not to be shared with anyone.

I have filled this out to the best of my ability. It is at times very difficult to remember dates & histories of people when one does not know their backgrounds when they have lived in another "country". I found this a very time consuming project.

I consider this survey to be an unnecessary and excessive expense to the taxpayers of this great country. Some of the information collected may be useful for government social and economic planning but some questions are strictly personal and should not be included. I do not believe in the claim of confidentiality in these days of computers. Your own guide states that businesses, developers, etc. use this information for their own benefit. Why should ordinary taxpayers who pay the largest portion of income taxes pay for that service? When considering the disposition of information, grants and tax exemptions to corporations please remember that no company is in business to provide jobs. They are in business to make money and if they could do so with zero employees they would.

This is a complete waste of money and when all is said for what purpose. This is only confidential until some one takes it along with the lost and then accidentally found income tax forms. "An Invasion of our last privacy".

Do I receive any remuneration or stipend for revealing and performing this questionnaire? If not please indicate by mail yes or no!.

I hope all information is kept confidential OK?

As a federal public servant, I am appalled!

On page 25 question 44 says skip to step 8 if you say no. Where is step 8? I always seem to get the long census forms- now even the sample one. It hardly seems fair.

Questionnaire used in the Cultural Origins
Re-Interview Study (CORS)

Cultural Origins Re-interview Survey

☐ Interviewer

Introduction

Hello: Good Morning.

May I speak to please?

Good morning Mr. (Mrs. Miss)

My name is and I'm from Statistics Canada.
I am calling you from our regional office in

Today, I'd like to ask you a few questions relating to cultural origins.
Your answers will be of great help to us in designing the questionnaire for the 1991 Census.

1. In what country were you born?

2. (a) In what country was your mother born?

(b) In what country was your father born?

3. What language did you first speak at home in childhood?

4. (a) What language did your mother first speak in her childhood?

(b) What language did your father first speak in his childhood?

5. What language do you speak most often at home?

6. Because of your race or colour, are you in a visible minority in Canada?

- 1 ☐ Yes
2 ☐ No
3 ☐ Requests clarification
4 ☐ Don't know

7. What is your race?

- 00 ☐ Requests clarification
99 ☐ Don't know

8. What are the ethnic or cultural origins of your parents and grandparents?

- 00 ☐ Don't know
99 ☐ Requests clarification
97 ☐ Mother's origins unknown
98 ☐ Father's origins unknown
99 ☐ Grandparents origins unknown

9. What is your ethnic or cultural identity?

- 99 ☐ Requests clarification

10. Do you consider any of the questions asked to be offensive?

- 1 ☐ No
2 ☐ Yes - Which one(s)? Why?

11. Do you have any suggestions to help us ask any of the questions better?

Thank you very much for your time and answers to these questions. The information will remain confidential and will be very valuable in our preparations for the 1991 Census.

**Copies of Reports from Interviewers
in the CORS**

To: Distribution

From: W. Boxhill 

Subject: Cultural Origins Re-interview

Date: 13th April 1989

I have now received all reports from those who conducted interviews, either from here in Ottawa or from our Regional Offices. Please accept my thanks for your participation in the interview process, the de-briefing exercise and preparation of these reports. I feel that you did a superb job and hope that you derived as much from the exercise as you put into it.

Your reports will be shared with the subject-matter officers responsible for language and ethnicity information. I will also be appending these documents to a larger report on the interview exercise being prepared for NCT management.

Distribution:

B. Hamm
J. Lepage
P. Liston
J. McMillan
P. Parent
J. Stanic

Info:
B. Cardillo
J. Paradis
E. Praught
G. Priest

Date: April 13, 1989

To : W. Boxhill

From: B. Hamm



Subject: Cultural Origins Re-Interview Survey -
Report on Interviews Conducted in Edmonton

Time Table and Regional Office Atmosphere

Arrival in Edmonton: Evening of March 12, 1989

Departure from Edmonton: Afternoon of March 16, 1989

Accommodation: Chateau Lacombe Hotel

As arranged with my Regional Office contact the previous week, I arrived at the interview site at 8:00 a.m. (local) Monday, 13/03/89. After introducing myself, I was shown to an office usually occupied by a consultant, who was in Winnipeg for the week. Consequently, I was able to conduct my interviews in a comfortable, private manner and without distraction.

The Regional Office personnel with whom I came in contact (including my contact, as well as the Senior Interviewers working with the Drug and Alcohol Use survey) were cordial and helpful. They were genuinely interested in our survey and what Head Office were planning to do with the data. They also were interested in the Census aspects of my job and the utility of data collected via certain questions, e.g., why collect data on both Mother Tongue and Home Language.

After completing my assignment, I packaged and addressed the:

- completed,
- no contact, or refusal cases and
- unused (spare) questionnaires and left the material with my R.O. contact for posting back to Ottawa.

I returned to Ottawa one day ahead of schedule, arriving at 01:30 a.m., 17/03/89.

Observations

The following points represent observations that pertain to the interview exercise:

1) The majority of respondents were more than willing to contribute to the survey. Of the persons I talked to, only two refused to participate (one due to language and the other by choice).

2) Contacts who scheduled appointments were, by and large, true to them. However, a couple of appointments ended up in a seemingly endless series of "no answer", or answering machine situations.

3) It became quite apparent that the repetition of questions with respect to the respondent and his/her parents (grandparents)

proved tedious to the "Home-grown, white, english-speaking Canadian". This feeling was mentioned by a number of respondents - sometimes quite forcefully.

4) Clarification was requested for Question 6.(Race/Visible Minority) and 8.(Parents Ethnicity) more than the others. It should also be noted that while clarification was not necessarily requested for Questions 7 and 9, answers to these questions were, sometimes, biased by the clarification of the previous question. For example, upon clarification to Question 6, the respondent replies "No, I'm Canadian!". When queried on race, the natural response would be "Canadian", or "White Canadian".

5) The only qualified response to Question 10 (those considered offensive) was from someone who said that, while they were not offended by the question on Race, someone of the Jewish religion might be.

6) As a comical aside, when asked "Do you have any suggestions to help us ask any of the questions better", a noticable number of persons replied: "No, I think that you (the interviewer) did a very good job".

Overall Impressions

The only comment that I wish to make is that I felt very comfortable acting as an interviewer during this exercise. Personally, I think that three items contributed to this:

1) The training and preparation provided, resulted in a confident approach to the activity. This should show up in the quality of the data;

2) The co-operation of the Edmonton R.O. staff - in particular, their efforts to make me feel comfortable and welcome - provided a very pleasant work atmosphere;

3) Respondents appeared more than willing to help, in any way, to ensure the success of this activity, as well as the 1991 Census.



Memorandum Note de service

39212-15

File reference no
Numéro de référence

Date April 10, 1989

To/A W. Boxhill

From/De P. Liston

Subject/Objet NCT RE-INTERVIEW -- DEBRIEFING REPORT

Please find attached the briefing report that you requested after the interview period.

I'll be happy to answer any questions or discuss any comments that you may have.

Attachment

**DEBRIEFING REPORT ON THE RE-INTERVIEW
MARCH 10-21, 1989**

PURPOSE:

To ask a number of respondents some of whom represented "problem" questionnaires, eleven questions on their cultural origins with the aim to improve wording of future cultural origin questions.

BACKGROUND:

The training, which seemed thorough, consisted of:

1. reading "Introduction to Interviewing" and attending training on telephone interviewing by SOD staff;
2. reading and discussing the Interviewers Manual and Guide covering the purpose and procedures to be used in completing the questionnaire; and,
3. mock interviews.

Unfortunately, I joined the interview team later than the others and missed a substantial part of the discussion and the telephone interviewing training. I did, however, read both manuals. My participation in the discussions and mock interviews was limited.

OBSERVATIONS:

General

1. I made over 50 contacts.
2. Most of my calls were made during the work day and consequently my success rate, except for Friday March 17th. when calling Ottawa respondents, was less than half.
3. Some respondents' accents were so heavy that it was almost painful to collect the data. Others just did not speak English. How then did they complete the questionnaire...
4. Occasionally a spouse or an offspring admitted to completing the questionnaire on behalf of the respondent by way of offering to answer the questions. I noted these cases but did not collect the data from these individuals.
5. Generally, respondents were receptive to my call and willingly answered my questions. Only one respondent said that "he was against telephone surveys" though he was glad to have participated in the NCT.

6. A few respondents asked, "Is this about the letter I received?"
7. Telephone numbers were missing or incorrect in about 5% of the cases and required some research.
8. No one in Halifax or Toronto re-acted negatively to my calling "from Ottawa".

Question Specific

- Country of Birth** • When providing parental information the elderly respondents tended to give country names by qualified them as under a certain rule.
- One respondent told me that interviewers should be trained in the country's proper name, i.e., German Democratic Republic is the proper name of East Germany
 - Most of the respondents in the Halifax area gave "Nova Scotia" as their country of birth.
 - I was not sure of the coding methodology for the US born respondents, so I tried to get the state as well.
- Language**
- Those respondents whose only language and whose parents only language is English found questions 3-5 quite tedious. I tended to ask them as fast as I could.
 - I did get some bilingual respondents who had trouble deciding which language they spoke most often. A statement such as "When the visitor is, X I speak X ; when the visitor is English I speak English". I sensed that this statement said with some pride in being able to speak English so fluently.
- Visible Minority** • Some explanation was required for this Question.
- Some heard only "minority" and then contemplated the population of orientals in Canada, or took this to be minority group, i.e., Jews.

- In a few surprising incidents, respondents who identified their race as Black in Question 7, answered "no" in Question 6. These were mainly in the Halifax area.

Race

- More explanation was required for this question.
- I wrote the first thing that came to the respondent's mind and indicated it by a (1). Sometimes they would say "is that what you mean?" and after my explanation they would give a different answer which I would mark by a (2). If the pause to answer was overly long or if the first answer (marked as (1)) was inconsistent with what we were looking for, I would ask if they would like clarification. Invariably the answer was yes and I indicated their second answers with a (2).

Ethnic or Cultural Origin (Question 8)

- This was one of the most confusing questions for the respondent.
- Respondents who were in Canada many generations tended to go back to great-great-grandparents. It did not occur to them to say "Canadian".

Identity (Question 9)

- If respondents requested clarification at all, it would be with this question.
- I tended to emphasize "your" in this question so as not to confuse respondents with Question 8.

Offensive

- Not one respondent thought the questions offensive, not even those who found the questions difficult to answer, nor those who were vocally against government policies.

Suggestions

- Many said that it was difficult to answer at the spur of the moment.

- Elderly respondents felt this was a question for the younger generation because "they had all the answers".
- Others used this question as a forum to make a statement about the government and in one case, to argue the demerits of the Employment Equity policy.

CONCLUSION:

In future similar situations I would recommend the following:

1. A well-designed control sheet with lots of room for diary-type entries.
2. A card with definitions on it for quick reference.
3. The order of Questions 6 and 7 be reversed.
4. More explanation be given as part of the question for Question 6-9.
5. Continue to use letters of introduction whenever possible to increase response rate.
6. Telephone interviews should be conducted later in the day, i.e., three o'clock.

This was an enlightening experience.

Date : Le 12 avril 1989

A : Wally Boxhill

De : Pierre Parent

Objet : Commentaires sur les entrevues téléphoniques concernant l'enquête de réinterview sur les origines culturelles.

Ma participation à ce projet a été des plus profitables du point de vue de l'expérience acquise. Les sessions de formation se sont avérées adéquates, les instructions, claires et le matériel de référence, pertinent.

En ce qui concerne les entrevues en tant que telles, les principales remarques que j'ai à formuler sont les suivantes:

1- J'ai d'abord été surpris de la collaboration des gens; je m'attendais à rencontrer plus de problèmes et même d'agressivité (impatience des gens à répondre pour une nième fois aux mêmes questions, refus de participer, gens dérangés dans leurs activités, ...). En ce sens, la formation que nous avons reçue nous a bien préparés.

2- Quant à la formulation et au contenu des questions, la "qualité" des réponses variait considérablement d'une question à l'autre. Si les questions 1 à 5 ont été répondues sans problème de la part des enquêtés, les questions 6 à 9 ont présenté une difficulté plus grande. Plusieurs ont demandé des éclaircissements au sujet des différents concepts, et même parmi ceux qui ne l'ont pas fait, une part relativement importante ne les comprenaient pas clairement de toute évidence, si on se fie aux réponses données. En effet, les concepts de race et d'origine ou d'identité ethnique ou culturelle ont été fréquemment confondus, certains répondant, par exemple, "Canadien-français" à la race, d'autres, "blanc" à l'identité culturelle. En contrepartie, la question 4 (langue maternelle des parents) a été assez bien répondue, mais si certains (peu nombreux) disaient ne pas être sûrs ou ne pas savoir du tout.

En ce qui concerne les questions 10 et 11, relativement peu de commentaires ont été recueillis, mais on peut néanmoins tirer des conclusions fort intéressantes. D'abord, j'ai été fort surpris du peu de gens qui ont dit avoir été offensés par la

A: Wally Boxhill

DE Jocelyne Lepage

OBJET: Rapport sur les interviews téléphoniques

Après avoir reçu une excellente formation pour la préparation des interviews téléphoniques, je m'attendais à un taux de refus très élevé. Ce ne fut pas le cas, puisque sur 117 appels, j'ai eu 2 refus, 13 non-contact, 10 numéros de téléphones non publiés, et environ 90 questionnaires complétés. Par conte, je m'attendais pas à ce qu'on me demande autant d'explications pour les questions. Elles sont très compliquées à comprendre, il ne faut pas oublier qu'on pose ces questions à une population globale, et que certains n'ont pas une éducation très élevée, il y a aussi une barrière au niveau de la langue pour certains immigrants qui ne manipulent pas assez soit le français ou l'anglais. La qualité des questions est excellente, même trop, car le vocabulaire est perfectionné, les mots devraient être plus simples.

Avec la question 6 sur la minorité visible, la plupart des personnes ont demandé des éclaircissements, et celles qui ne l'ont pas fait ont probablement mal interprété la question.

La question sur la race est confondue avec l'origine ethnique. On devrait être plus spécifique, et demandé, êtes-vous de race blanche, noire, asiatique ou autre?

Pour ce qui a trait à la question sur l'origine ethnique et culturelle, j'ai eu beaucoup de commentaires disant que les mots ethniques et culturelles avaient deux différentes définitions. Beaucoup de personnes associent la culture avec l'éducation.

La question 9 sur l'identité culturelle était très embêtante, les gens confondait l'identité avec la citoyenneté ou le pays de naissance.

Pour les questions sur les langues, elles étaient claires, mais on insistait souvent pour dire qu'on avait appris plusieurs langues simultanément et qu'on parlait plusieurs langues à la maison.

En résumé, nos questions devraient être simplifiés, de cette façon, on éviterait d'obtenir des réponses erronnées.

Ce travail a été non seulement une expérience enrichissante, mais je suis convaincue qu'au prochain recensement, les personnes interviewées s'appliqueront pour remplir le questionnaire, et beaucoup ont compris l'importance d'un recensement et feront peut-être du bouche à oreille pour que leur entourage remplisse le questionnaire correctement.

question sur la race. Sur la centaine d'appels que j'ai faits, à peine deux ou trois personnes ont mentionné que cette question pouvait être offensante; et même dans ces quelques cas, cette question ne les offensait pas personnellement (elles étaient de race blanche), mais ils jugeaient que cela les auraient offensés s'ils avaient été d'une autre race. Ce fait est d'autant plus surprenant que plusieurs commentaires négatifs ont été recueillis dans le cadre du TNR (test national du recensement) à ce sujet.

Peu de commentaires concernant vraiment la qualité de questions ont été donnés à la question 11. Lorsqu'il y en avait, c'était le plus souvent pour mentionner le fait que les questions 6 à 9 avaient besoin d'exemples ou de plus d'explications.

Date: April 10, 1989

To: Wally Boxhill, HFSSD

From: Josephine Stanic, HFSSD

Subject: Cultural Origins Re-interview Survey

General Comments

More respondents were reached during evening hours, per calls made, than during the day hours.

People, generally, were willing to answer. Some "new" immigrants did not like answering because they thought we were working in conjunction with the Immigration Department.

Questions

1. No problems in general. I had a couple of instances where people did not know the "modern" name of the country - e.g., I received a response of North Germany.
2. At this point, I had some people asking me again the purpose of the survey.
3. No problem.
4. Some people simply did not know (as in the case of an adopted person) or could not remember (older persons could not recall) the childhood languages of their parents.
5. No problem.
6. Many did not know what the question meant.
7. If #6 needed clarification, #7 would usually be answered at the same time. Race was sometimes answered using religion or nationality.
8. "Didn't you already ask me that" - referring to question on country of birth (#2). In many cases grandparents origins were guesses made by the respondent.
9. Even new immigrants would answer Canadian. I don't think that our definition or perception of "ethnic origin" is the same as the public's.

10, 11 In most cases, people tried to give their opinion. Because of language barriers, some people had a hard time expressing why they did not like the survey. Also I received a few statements like "I don't find the questions offensive but I can see how others could find them so".


People did not see the point of asking the ethnic origins of grandparents particularly. After being assimilated as Canadians for 3 or 4 generations, they wanted to be thought of as Canadians. This seemed to be more true of "new" Canadians.

Preparations

There is no way that the telephone re-interview survey would have gone as smoothly if there was no manual or if the mock interview sessions were not held.

Date: Le 6 avril 1989

A: Wally Boxhill

De: Joëlle McMillan 

Sujet: Compte-rendu des entrevues téléphoniques ayant eu lieu à Vancouver du 12 au 20 mars dans le cadre de l'enquête sur les minorités visibles.

Je me dois de commencer par dire que ceci a été pour moi une très belle expérience. C'était la première fois que je faisais ce genre de travail et j'avoue avoir eu certaines appréhensions, surtout parce que durant les sessions d'entraînement certaines personnes avaient spécifié que ce genre de travail était normalement fait par des intervieweurs "professionnels". J'ai été en mesure d'apprécier la qualité des sessions d'entraînements que nous avons eu ici à Statistique Canada une fois rendu sur le terrain. Ces sessions étaient réalistes et elles m'avaient bien préparé à répondre à toutes les questions qui me sont venues des répondants. J'ai appris que c'est d'ailleurs ce qui est fait à chaque fois que Statistique Canada entreprend une nouvelle enquête dans les régions, c'est de cette façon que ces personnes deviennent des intervieweurs "professionnels".

Pour ce qui est du questionnaire en général, il a été assez bien accueilli et la lettre envoyée la semaine précédente informant les gens que quelqu'un du bureau les contacterait par téléphone avait, selon moi, aidé beaucoup. En prenant les questions une à la fois, on note que la réaction des gens variait beaucoup d'une question à l'autre. De la question 1 à 6 tout allait bien, sauf pour les personnes ayant à répondre la même chose à toutes les questions sur les langues, elles s'impatientaient de devoir se répéter si souvent.

Avec les questions 6 et 7, l'entrevue prenait un tout autre ton, la réaction des répondants en était une de surprise assez souvent, dans plusieurs cas les gens ne comprenaient pas ce que nous entendons par minorité visible et confondait avec minorité tout court, ils n'ont pas la même définition que nous de race et répondaient souvent "chinese, etc..", la question sur la race aurait du être la première car en répondant à la question 6 ils donnaient souvent la réponse à la question 7 et avaient encore l'impression de se répéter. Ils ne comprenaient pas le but de ces questions et exprimaient souvent l'opinion que le gouvernement n'a pas à avoir ces informations, ils avaient peur qu'en donnant ces informations ils s'exposaient à de la discrimination, j'ai l'impression que les gens ont tendance à ne pas vouloir s'identifier comme minorité.

Pour ce qui est des questions 8 et 9, elles semblaient très ambiguës, les répondants demandaient souvent des éclaircissements. En réalité il en ressortait que la question 8 comprend deux questions, la première sur l'origine ethnique et la deuxième sur l'origine culturelle ce qui dans certains cas est très différent, les gens ne comprenaient pas pourquoi au Canada on continue à s'inquiéter de l'origine des ancêtres et pourquoi ils ne peuvent pas tout simplement s'identifier comme Canadien.

Les questions 10 et 11 terminaient bien l'entrevue et les gens semblaient apprécier l'opportunité qui leur était donné de commenter le questionnaire, même si souvent ils commentaient plutôt la façon dont l'entrevue avait été menée.

**Coding and Data Capture Report
on the CORS**

Coding and Grooming Activities

For ease of access during this stage of the operation, completed questionnaires were stored in a secure area of HFSSD.

All members of the interviewing staff, as well as an additional four persons from the technical component of the division, contributed time to the coding and grooming task on an "as time permitted" basis. The result was that a total of 563 coded and groomed questionnaires were packaged and sent to data capture within one month after commencement of the operation.

For the purpose of the CORS, the NCT coding guides for Place of Birth, Language and Ethnicity variables were adapted. Instructions to "Check Box N", in the event that a write-in response to the NCT was codable using a self-coded entry, were modified to assign a numeric code added to the existing list. In addition, responses that did not match any of the NCT codeset members (e.g., the response to CORS Question 7(Race) was "Coloured", or "Mulatto") were assigned unique code values. Also, respondents who stated that they did not know the answer to a particular question were assigned a code indicating this.

For Question 8 (Ethnic or Cultural Origins of Parents and Grandparents), a maximum of four entries were coded, if given. Questions 1 and 2 detailing respondent's country of birth, as well as that of his/her father and mother, were limited to one coded response. For all other questions, a maximum of two responses were coded. If more than two responses were supplied, the first two differing responses were taken.

Over and above the coding required to ready the basic content of the questionnaires for data capture, additional fields such as Geographic location, Person number (corresponding to that on the original NCT questionnaire) and Language of CORS Interview were processed.

Due to the data capture limitation of the final record layout requiring - at the maximum - 80 characters, double-digit codes for capturing responses such as "Requests Clarification" and "Don't know" were groomed to a single digit.

Once all of the above activities were completed, the documents were bundled and delivered to Headquarters Operations Division for capture.

Data Capture Operation

Staff of Headquarters Operations Division located in the Main Computer Center co-ordinated and effected capture of the CORS data.

HFSSD supplied the operations supervisor with basic specifications, including:

- a copy of the questionnaire, identifying location and size of fields requiring capture;
- the number of documents to be processed, by language of questionnaire;
- a DSN identification and record layout illustrating the desired structure of the final file (a copy of which is included as an attachment) and
- a cost accounting (MARS) code and USER-ID for tranferral of the data.

The captured data underwent 100% verification of the keying operation. Results were up-loaded to the mainframe and ready for preliminary tabulation within seven working days of delivery of the last questionnaires to Headquarters Operations Division.

Tabulations, including KWICFACTS runs on each field, were then run to assess the quality of all operations to date. The results were deemed to be of more-than-acceptable quality, and the production of tabulations for the purpose of analysis was begun.

Construction of the CORS/ASF File

In order to assess the quality of the CORS responses with respect to that of the reponses from the NCT questionnaire, it had been determined previously that fields from the two data sets should be merged into a single analysis file and cross-tabulated.

However, as the Augmented Sample file was not scheduled for delivery until the beginning of June, housekeeping activities were performed on the CORS data file. This included such cosmetic changes as recoding "blanks" for the Person number field (present due to a decision made during coding to leave those cases where the respondent was Person 1 as "blank" in order to quicken delivery of the questionnaires) to the numeric 1.

Once the final record layout was available for the ASF file, the fields with which there was an interest were identified. MATCH360 software was used to:

- access the CORS file and write the data onto a separate file in positions 1 to 80;
- pinpoint and write selected data points from the ASF file to the newly created file in positions 81 and greater. This included data in both document-image and derived format.

The resulting analysis file has a record length of 238, and contains 560 records (three CORS records could not be matched to a corresponding ASF member and an additional four records required scrutiny to rectify data capture errors that prevented the location of a matching ASF record on the first pass). A copy of the record layout for this file has been attached.

The CORS/ASF File has also been down-loaded to diskette for manipulation via micro-software.

RECORD LAYOUT - CLICHE D'ARTICLE

Page 1 of 1**Data Set Name - Nom de l'ensemble de données**

JOB Name - Nom du travail

C	H	F	S	.	C	O	R	S	.	D	C	A	P	.	D	A	T	A
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Field Zons	Size Longueur	Position Poste	Type	Title - Titre
1	5	1 - 5	NUM	F.E.D.
2	3	6 - 8	NUM	E.A.
3	1	9	NUM	Person Number (Match on NCT Questionnaire)
4	1	10	NUM	Language of CORS Questionnaire
5	3	11-13	NUM	Question 1 : Country of Birth
6	3	14-16	NUM	Question 2(a): Mother's Country of Birth
7	3	17-19	NUM	Question 2(b): Father's Country of Birth
8	3	20-22	NUM	Question 3 : Language First Spoken (1st Response)
9	3	23-25	NUM	" " : " " " (2nd Response)
10	3	26-28	NUM	Question 4(a): Mother's First Language (1st Response)
11	3	29-31	NUM	" " : " " " (2nd Response)
12	3	32-34	NUM	Question 4(b): Father's First Language (1st Response)
13	3	35-37	NUM	" " : " " " (2nd Response)
14	3	38-40	NUM	Question 5 : Language Spoken at Home (1st Response)
15	3	41-43	NUM	" " : " "" " (2nd Response)
16	4	44-47	NUM	Question 6 : Visible Minority? (Includes Multiples)
17	3	48-50	NUM	Question 7 : Race (1st Response)
18	3	51-53	NUM	" " : " (2nd Response)
19	2	54-55	NUM	" " : Requests Clarification/Doesn't Know
20	3	56-58	NUM	Question 8 : (Grand)Parent(s) Ethnicity (1st Response)
21	3	59-61	NUM	" " : " " " (2nd Response)
22	3	62-64	NUM	" " : " " " (3rd Response)
23	3	65-67	NUM	" " : " " " (4th Response)
24	5	68-72	NUM	" " : Doesn't Know/Requests Clarification
25	3	73-75	NUM	Question 9 : Ethnic or Cultural Identity (1st Response)
26	3	76-78	NUM	" " : " " " (2nd Response)
27	1	79	NUM	" " : Requests Clarification
28	1	80	NUM	Question 10 : Offensive Questions?
				84

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