

# Social Identity



## About the survey

Statistics Canada's Social Identity survey asks Canadians how they interact with family and friends, and how connected they feel to their country and its institutions. In short, it takes the nation's pulse to learn more about how Canadians feel about each other and society.

The survey will help us answer questions on:

- What contributes to high levels of trust in communities?
- Who are the individuals most at risk of having no close friends?
- How accepted do people feel by others?
- Under what circumstances do people experience discrimination?
- How strong is the feeling of pride in Canada's history and achievements?

Your responses will help decision makers to implement programs and improve services for people who need it the most, and those living in vulnerable areas or communities.

## Some interesting facts from the 2013 Social Identity survey:

- Nearly nine in ten individuals (87%) were proud to call themselves Canadian, with first-generation and second-generation Canadians most likely to feel this way.
- More than 9 in 10 Canadians believed that the Charter of Rights and Freedoms (93%) and the national flag (91%) were important to the national identity.
- The vast majority of people (92%) felt that Canadians shared values in relation to human rights.
- Most (66%) Canadians reported trusting most or many people in their neighbourhood.

## You can make a difference

Your participation makes a difference because the data you provide speak for many Canadian households just like yours. Your answers will contribute to a clearer picture of how the attitudes and behaviours of Canadians shape their relationships to each other and to their communities.

In addition, your responses will help governments address Canada's National Anti-Racism Strategy by identifying people and communities where systemic racism occurs. These data will help new programs and policies to be designed to address the impacts of racism and barriers faced by all racialized communities, Indigenous Peoples and religious minorities.

## Your privacy is important to us

All information collected by Statistics Canada is strictly confidential and protected by the *Statistics Act*. Statistics Canada cannot release any information that would identify you or any member of your household without your consent.

## Need more information?

If you would like to know more about Statistics Canada, our commitment to confidentiality, the General Social Survey on Social Identity, or participating in surveys, we welcome your questions. Please contact us using your preferred method from the list below.

## General Enquiries:

infostats@canada.ca  
1-800-263-1136

**To complete the survey over the phone (Toll free):** 1-833-266-9910  
**TTY:** 1-866-753-7083

## Thank you for participating!

Visit Statistics Canada's website at [www.statcan.gc.ca](http://www.statcan.gc.ca) or follow us on social media.

