

STRIVING FOR BALANCE

A Survey on the Well-being of Canadians

How do you feel about your job and family life?
How physically active are you? Are you stressed?
How hopeful are you about the future?

Understanding how Canadians feel about their well-being is an important first step in finding solutions to some of our common challenges. To do that, Statistics Canada needs your help!

SHARE YOUR EXPERIENCE

Be one of the first to participate in a groundbreaking new survey entitled *Canadians at Work and at Home*. The valuable information you contribute will help decision makers to plan and implement programs and improve services which will benefit all Canadians.

WE NEED YOUR HELP!

As a survey respondent, you don't simply answer for yourself. Your answers represent other Canadians like you who will not have the chance to complete the survey. Every person who chooses not to answer the survey has an impact on the quality of the results. So, while your participation is voluntary, it is also essential to ensuring that the data we receive is the best it can be!

HERE'S HOW IT WORKS

Statistics Canada is conducting this survey in all provinces, both online and over the phone. We are **randomly selecting** one person from each of the almost 63,000 households we contact to complete the survey. Once we finish, we combine your answers with those of other Canadians, ensure that everyone's responses remain **confidential**, and then publish the results for the use of researchers, government departments, media, and the public.

Statistics Canada uses random selection in many surveys to ensure the results represent the entire population of Canada. By giving eligible household members an equal chance of being selected, random selection minimizes errors in the results. This is key to obtaining reliable data that can be used to plan and develop policies!

WHY YOUR PARTICIPATION IS IMPORTANT

The data you contribute will inform:

- Regulations aimed at promoting greater nutritional awareness.
- Funding decisions for sports and recreational associations.
- Policies on workplace bullying and harassment.
- Studies on how immigrants are integrated into the labour market.
- How to improve the quality of life of all Canadians.
- And much more!

YOU CAN MAKE A WORLD OF DIFFERENCE

There is global interest in many of the topics covered in this survey, which means Canada will be able to use this data to see how we stack up with other countries around the world. How does your well-being compare with people in the United States, the UK or Australia? Complete the survey to help us find out!

THE INFORMATION YOU PROVIDE IS STRICTLY CONFIDENTIAL

All information collected by Statistics Canada is strictly confidential and is protected by the *Statistics Act*. Statistics Canada cannot release any information that would identify you or any member of your household without your consent. Furthermore, this information cannot be released under any other law, not even the *Access to Information Act*.

FOR MORE INFORMATION



Visit Statistics Canada's website
www.statcan.gc.ca/well-being

Atlantic:
1-800-565-1685

Western Provinces and Territories:
1-866-445-4323

Quebec:
1-800-363-6720

Telecommunications device for the hearing impaired (TTY):
1-866-753-7083

Ontario:
1-800-387-0714

Thank you for helping us to collect information that will have a positive impact on the lives of Canadians.

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