

Demographic DATA

Fill out the following form as a way to inform your creative team about the specific location that is the setting for your story and as a tool to support your creative when pitching broadcasters and applying for funding.

Project Name:

Location (Is it a specific city or region? If it isn't, what location most resembles it?):

Percentage of the population based on [Statistics Canada](#) using their ethnocultural categories (link is to 2021 census tables):

Indigenous: %

Latin American: %

South Asian: %

Southeast Asian: %

Chinese: %

West Asian: %

Black: %

Korean: %

Filipino: %

Japanese: %

Arab: %

Other factors related to the Project (e.g., age, income, language at home, immigration status, place of birth for recent immigrants, religion):

Note that Statistics Canada collects limited demographics on the [2SLGBTQIA+](#) communities and the [Persons with Disabilities](#) communities.

Share information on the audience behaviour of your racialized demographic based on [Being Counted: Canadian Race Based Audience Survey](#):