

BC Demographic Survey



Technical Report



BRITISH
COLUMBIA

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Preamble

Content Warning

This report covers topics related to [systemic racism](#), colonialism, and oppression of racial groups and Indigenous Peoples and may trigger unpleasant memories, feelings, and thoughts.

The [BC Mental Health & Crisis Response Line](#) is available for emotional support, information, and resources specific to mental health at [310-6789](#) (no area code needed). This service works 24 hours a day, seven days a week and is available in 140 languages.

The [KUU-US Crisis Line](#) provides Indigenous-specific mental health support at [1-800-588-8717](#). This service is available 24 hours a day, seven days a week, toll-free from anywhere in British Columbia.

The National Indian Residential School Crisis Line provides 24-hour crisis support to former Indian Residential School students and their families toll-free at [1-866-925-4419](#).

Individuals impacted by the issue of Missing and Murdered Indigenous Women and Girls are encouraged to contact the MMIWG Crisis Line toll-free at [1-844-413-6649](#).

First Nations, Inuit and Métis seeking immediate emotional support can contact the Hope for Wellness Help Line toll-free at [1-855-242-3310](#), or by online chat at [hopeforwellness.ca](#).

Territorial Acknowledgment

This report was prepared on the ancestral territories of the Lekwungen, Songhees, W̱SÁNEĆ, Musqueam, Squamish, Tsleil-Waututh, and Stó:lō Nations who have kept their homelands strong. We are grateful to live here.

Distinctions-Based Approach

The B.C. government remains committed to taking a [distinctions-based approach](#) to [Indigenous data sovereignty](#) and self-determination. We recognize and respect the distinct rights of First Nations, Métis and Inuit people. We are working to address the consequences of [colonial](#) policies which have had lasting effects on all Indigenous Peoples living in the province.

Survey Team Positionality Statement

The survey team was comprised of BC Public Service subject matter experts on qualitative and quantitative applied research on diverse populations, including Indigenous Peoples, immigrants, persons with disabilities, and racialized communities. All team members value and have received

training on diversity and inclusion, [anti-racist](#) mindset and facilitation techniques, advancing reconciliation, and intersectional approaches such as Gender Based Analysis Plus (GBA+).

Team members' backgrounds inform understanding and analysis of the numerous demographic characteristics captured by the survey. The team includes members with language proficiency in Cantonese, English, French, and Mandarin. Some members have lived experience with disability, as part of racialized groups, and as immigrants.

Team members sought impartiality and followed best practices, guided by the knowledge of subject matter experts and in consultation with the [Anti-Racism Data Committee](#) and community members. All team members recognize that they are in a process of continuous learning within the field of equity research. It is important to be transparent that team member priorities and interpretations could be influenced by BC Public Service policies and procedures. All members are dedicated to [anti-racism](#) and equity in government programs and services.

Thank You

The [BC Demographic Survey](#) would not have been possible without the involvement of hundreds of thousands of people living in British Columbia.

We thank everyone who took the time to share their [demographic information](#) by completing this survey. Your information will help make public services better for everyone in British Columbia.

We are also grateful to the people, community groups/organizations, and Indigenous organizations that provided feedback on the survey questions and helped to promote the survey within their communities. We appreciate you helping fill our knowledge gaps and challenging us to do better than the status quo. We want to acknowledge all the partners within the B.C. public sector that we consulted and worked together with while developing the survey, writing communication materials, designing data collection processes, and exploring other aspects of the survey development and collection process. The whole-of-government approach and pooling of talents was key to this survey's success.

Lastly, we want to say thanks to you — the reader. If you are reading this, then this means you have a strong interest in understanding and addressing systemic racism, particularly in government programs and services. We appreciate you taking the time to review this report and hope it may serve as a useful tool in your efforts to understand and tackle racism, inequity and discrimination people are facing in B.C.

Executive Summary

From June to October 2023, [BC Stats](#) administered the voluntary and confidential [BC Demographic Survey](#). The demographic questions as well as the survey process were carefully developed using feedback from the [Anti-Racism Data Committee](#), Indigenous partners and racialized communities. This survey is a first step to address systemic racism in the B.C. government's programs and services. By doing this, we can make public services better so everyone in B.C. can build a good life and thrive.

BC Stats received [demographic data](#) from more than 204,000 respondents. The vast majority of demographic data received (97%) was securely matched with existing service-level information in the [Data Innovation Program](#), the B.C. government's secure research environment. With the demographic information collected and connected to existing service-level information, authorized researchers can now conduct research, including the [anti-racism research priorities](#), which were announced in May 2023.

BC Stats recognizes the rights of Indigenous Peoples to self-government and self-determination, which includes data sovereignty. To facilitate shared governance, the BC Demographic Survey gave individuals who identified as Indigenous (First Nations, Métis and/or Inuit) the opportunity to consent to disclosing their responses in an identifiable form with [Indigenous governing entities](#) or Indigenous organizations of their choice.

Households were randomly selected to ensure representation to the broader population aligned with the [2021 Census of Population](#). Early assessments of the data indicates that the survey provides a strong start for exploratory anti-racism research. Given the voluntary nature of the survey, an analysis was needed to evaluate how well the survey data represents the population living in British Columbia. BC Stats used the 2021 Census to make this comparison, with the assumption that the Census was the best available reflection of the entire population living in B.C. in 2023.¹ The main findings from this assessment are as follows.

- **Racial Identities:** Representation matched or exceeded 2021 Census rates for most racial identity groups. Although they made up the largest group, respondents identifying as European are the most underrepresented in the survey.
- **First Nations Identities:** Representation varies widely across regions in B.C. This variation reflects the diversity of Nations' priorities at the time of the survey.

¹A representative sample was never a goal of the survey as overrepresentation of some groups is desirable to ensure a sufficient level of response for analytical purposes. This is important for racialized groups that make up a smaller proportion of the population.

- **Métis Identity:** Although the rate of respondents who identify as Métis is marginally lower than the rate seen in the Census, it provides sufficient data to start [distinctions-based](#) research.
- **Gender:** Although not the primary focus, the survey provides sufficient data that aligns with the B.C. government's [Gender and Sex Data Standard](#), which enables greater flexibility for researchers to conduct Gender-Based Analysis Plus (GBA+).
- **Age:** There is an underrepresentation of youth (0 to 24 years).
- **Economic Region:** The mainland/southwest region is notably overrepresented in the survey responses, reflecting the survey's sampling strategy.
- **Education Levels:** There is a higher representation of respondents who have completed a university certificate or diploma or beyond, which flows from the underrepresentation of youth.
- **Personal Income:** Respondents aged 15 and over with a personal income between \$10,000 and less than \$50,000 are underrepresented.
- **Immigration Status:** There is an overrepresentation of immigrants, which also reflects the survey's sampling strategy.

It is recommended that researchers using these data run similar assessments to determine the appropriate weighting approach before conducting research. In some cases, weighting may not be required if researchers are conducting exploratory research where it is more important to contextually understand unique experiences (such as an analysis of respondents' feedback about the survey) than to apply findings to a broader context (such as racialized communities' experiences interacting with specific government services).

Introduction

Everyone deserves [equitable](#) access to strong public services, but right now too many people are being left behind because services were not designed with them in mind. [Systemic racism](#) and [colonial](#) practices have shaped the delivery of government services for generations. This continues to impact Indigenous Peoples and racialized communities today.

The Government of B.C. is committed to delivering public services that work for everyone in British Columbia. To do that, we must first understand more about who uses government services. While currently some [demographic information](#) is collected to deliver services, information on racial identity, ancestry, or similar identity factors is not. This makes it hard to identify where people face barriers.

The purpose of the [BC Demographic Survey](#) is to address this data gap. The survey was designed to collect demographic information that can be used to:

- Help identify gaps in services so that they can be made more accessible and inclusive.
- Improve future data collection by informing plans for a trusted, sustainable data collection model that reflects the data needs of Indigenous Peoples and racialized communities.

Between June 14 and October 15, 2023, [BC Stats](#) conducted this survey as a first step to collecting demographic information under the [Anti-Racism Data Act](#) in a safe and centralized way. Operating under the authority of the [Statistics Act](#), all information provided to BC Stats is kept confidential and used only for statistical purposes. Information that could identify individuals or businesses is not released without their consent.

The BC Demographic Survey included commitments to [Indigenous data sovereignty](#). To facilitate shared governance, individuals who identified as Indigenous (First Nations, Métis and/or Inuit) were provided the opportunity to consent to disclosing their responses in an identifiable form with [Indigenous governing entities](#) or Indigenous organizations of their choice. BC Stats is in the early stages of planning on how to share this raw information, in the interim Indigenous governing entities or Indigenous organizations can access de-identified BC Demographic Survey data through the Data Innovation Program. BC Stats is also committed to not developing statistics about Nations without being asked to by those Nations.

Over 204,000 people completed the survey, which represents 4% of the population in B.C. according to the [2021 Census of Population](#) conducted by Statistics Canada.² Most respondents completed the survey online, while approximately 2,250 completed it on the telephone and 103 filled out a paper

² An additional 11,474 respondents partially completed the survey.

version of the survey. More than 80% of completions were from respondents who received a mailed invitation.

The BC Demographic Survey data has been de-identified and linked to government program data (for example: data on education, health system use) in BC Stats' [Data Innovation Program](#). This aligns with recommendations in the B.C. Human Rights Commissioner's "[Disaggregated demographic data collection in British Columbia: The grandmother perspective](#)" report. Analysis of the data occurs in the Data Innovation Program for [research priorities](#) that were recommended by Indigenous Peoples and the [Anti-Racism Data Committee](#) as well as anti-racism research conducted by B.C. government ministries and academic researchers.

This report provides a technical overview of the administration of the BC Demographic Survey. It includes information on how the survey questions were determined, the questionnaire development process and considerations, sampling of households, promotion of the survey, data collection operations, data processing operations, and data quality evaluation through comparisons to the 2021 Census of Population.

Questionnaire Design Process

Survey Design

The [BC Demographic Survey](#) (see [Appendix 1](#)) consisted of questions in 19 sections including:

- Indigenous Identity
- Ancestry
- Place of Birth
- Mobility
- Citizenship and Immigration Status
- Language
- Religion and Spirituality
- Racial Identity
- Culture
- Gender and Sex
- Sexual Orientation
- Marital Status
- Education
- Personal Income
- Family Income
- Disability
- Indigenous Data Sovereignty
- Preferred Approach for Future Demographic Collection
- Future Anti-Racism Research

[BC Stats](#) crafted the survey questions using feedback from the [Anti-Racism Data Committee](#). Indigenous partners and racialized communities. Reflecting the voluntary nature of the survey, all survey questions were either optional or allowed a respondent to select “Prefer not to answer.”

There were some identity-related questions that were required to facilitate the confidential and secure linkage to program data held by the [Data Innovation Program](#). These included first and last name and date of birth. Respondents were encouraged to provide their address, including postal code or community name, unless they did not have a fixed address. Optional identity questions included postal code, sex at birth and personal health number.

To enhance the online user experience, a survey guide (see [Appendix 2](#)) was integrated into the survey page navigation, definitions appeared as tooltips, examples for answer categories could be shown or hidden as well. Respondents also had the opportunity to provide feedback on every demographic question to inform future improvements of response categories.

Guiding Principles

When determining what questions and how they would be asked in the BC Demographic Survey, BC Stats followed many guiding principles. These principles included, but were not limited to:

- Integrating [demographic](#) characteristics seen in the [BC Human Rights Code](#), including Indigenous identity, race, ancestry, place of origin, religion, marital status, family status, physical or mental disability, sex, sexual orientation, gender identity or expression, and age.

- Incorporating social constructs of demographic categories instead of biological or genetic characteristics.
- Assessing the survey questions, categories, definitions and other components, taking [cultural safety](#) and harms into account in all decision-making processes.
- Supporting the B.C. government's adoption of Gender-Based Analysis Plus (GBA+).
- Aligning with the Province of British Columbia's [Gender and Sex Data Standard](#).
- Enabling comparisons with other data sources such as Statistics Canada's Census of Population.
- Leveraging the feedback collected between April 2021 and March 2022 through [Indigenous and community engagement](#) that took place to inform the [Anti-Racism Data Act](#).
- Providing people the opportunity to describe their identities in their own words by offering open-ended response options.
- Validating the Anti-Racism Data Committee was comfortable with the content before it launched.
- Advancing [Indigenous data sovereignty](#) through explicitly enabling sharing data back with Nation governments.
- Ensuring that survey results and feedback gathered can inform future development of data standards and directives under the Anti-Racism Data Act.

Reviewing Past Research

Survey questions and categories were initially drawn from Statistics Canada's [Census of Population](#) and other survey instruments from Statistics Canada (including the General Social Survey, Ethnic Diversity Survey, Survey on Individual Safety in the Postsecondary Student Population, Canadian Community Health Survey, Canadian Income Survey and the Canadian Survey on Disability), the Province of British Columbia's [Gender and Sex Data Standard](#), the [Accessible B.C. Act](#), and [United Nations Statistics Division](#) data categories were referenced for international comparisons.

During the [engagement for the development of the Anti-Racism Data Act](#) from 2021 to 2022, government received feedback on categories for questions, such as place of birth, mobility, language, racial identity, and marital status. To support this engagement, the provincial government launched an online survey and received almost 3,000 responses. More than 70 community and Indigenous organizations across the province also hosted a total of 425 in-person and virtual engagement sessions and reached approximately 10,000 people. BC Stats undertook further analysis of the [five engagement reports](#) produced from the engagement sessions and survey, focusing on feedback related to the demographic questions. Survey questions and response categories were revised to better reflect what participants said they liked and what they wanted to change.

Involving Communities & Indigenous Peoples

After a draft survey had been created, 39 one-on-one interviews were held with Indigenous individuals and individuals who identify with racialized groups to gather feedback on their survey experience. Participants had diverse backgrounds and experiences and lived in 16 municipalities in British Columbia. The feedback was used to make the survey more user friendly by integrating the survey guide into the survey user interface, creating additional information features, and adding autocomplete dropdown functionality for common written responses.

Co-design sessions were held with [Métis Nation British Columbia](#) and [First Nations Leadership Council](#) on the survey invitation, questions, and overall experience. Feedback from these sessions was used to clarify the survey's intent and value, emphasize options for access, and provide clear rationale for how survey participant data would be collected and used to address [systemic racism](#). The feedback also informed modifications to the survey envelope, invitation, and survey questions and categories.

The Anti-Racism Data Committee provided advice and input on the survey over multiple meetings. Committee members gave feedback on the goals of the survey, reviewed the questionnaire, worked with government to develop strategies for involving communities and providing grants, and offered suggestions on how to deliver and promote the survey. At the committee's recommendation, feedback from community grant recipients was sought to understand their experience with the grant process and hear how the survey was received by the communities they worked with.

Early in the process, the committee highlighted the importance of building trust with communities before launching the survey. This recommendation, as well as a recommendation from the First Nations Leadership Council, was a contributing factor to our decision to move the launch date from November 2022 to June 2023. This gave BC Stats more time to strengthen relationships and raise awareness with Indigenous partners and racialized communities.

The committee also recommended enhancing communication materials about the survey (such as the commonly asked questions document) to help people better understand and complete the survey. Materials were available on the antiracism.gov.bc.ca website in 15 languages. Videos were created to provide accessible information about the survey, including a video on [privacy and security](#) and a video from [the committee chair](#).

Prioritizing Accessibility

Barriers to accessibility often profoundly impact the ability of people in British Columbia to be full participants in their communities. To reduce barriers in this survey, BC Stats strived to:

- Communicate in plain language, limiting the use of jargon where possible and making the commonly asked questions document and a survey guide available for reference.

- Provide survey and supplementary materials in Arabic, English, Farsi, French, Hindi, Japanese, Korean, Portuguese, Punjabi, Simplified Chinese, Spanish, Tagalog, Traditional Chinese, Urdu, and Vietnamese to match the languages available on the antiracism.gov.bc.ca website. Survey and supplementary materials were professionally translated. Languages using non-Latin characters were proofed for correct placement in the online survey questionnaire.
- Meet visual and auditory needs — The online survey allowed those using a screen reader to interpret the survey. Messaging and prompts were added to help persons with a visual or auditory disability navigate the survey.
- Make access easy — The online questionnaire used a mobile-friendly responsive design and followed [B.C. government web standards and guides](#), and the [Web Content Accessibility Guidelines](#) international standard to enable accessibility for all respondents. A QR (quick response) code in the invitation aided quick access to those who wished to complete the questionnaire using a mobile device. This approach helped to ensure barrier-free, unrestricted access to everyone with internet or a telephone in British Columbia.
- Enable completion in mode of choice — People had the option to complete the survey online, by mail or by phone. [Service BC](#) had telephone agents and interpreters available to assist with the survey and to interview respondents in each of the 15 languages available for survey completion. Service BC telephone agents were sworn under the [Statistics Act](#).

Survey Testing

Online Pre-testing

B.C. government employees who attended a livestream event about the Anti-Racism Data Act in February 2023 were invited to participate in a pre-test of the online survey (549 employees). The pre-test was open for three days (from March 22 until March 24, 2023) and in English only. A total of 99 pre-test surveys were completed. Feedback on the survey was collected via MS Teams, email, and the survey instrument itself and was used to improve the questionnaire.

Telephone Pre-testing

The survey was pre-tested on the telephone between June 6 and June 13, 2023, with some B.C. government employees. This was done to evaluate questionnaire wording and flow, determine timing and to verify that Service BC telephone agents had received sufficient training on the survey process.

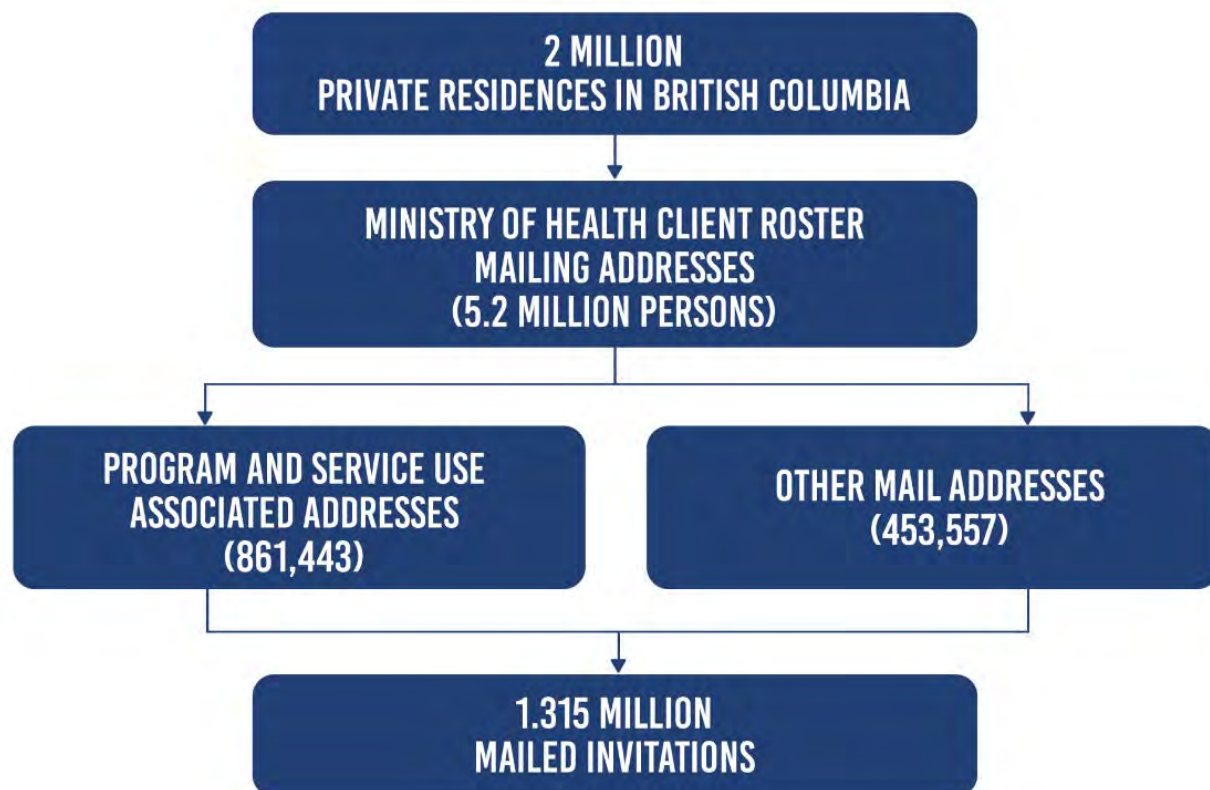
Sampling

The survey used a hybrid probability and non-probability sampling approach with two primary methods of outreach:

- An open survey link was distributed widely through social media, print and digital advertising, and available via the antiracism.gov.bc.ca website.
- Letters were sent from **BC Stats** to a random sample of 1.315 million households out of the 2 million private residences in the province.³

The overall sampling process is illustrated in Figure 1 below.

Figure 1: Sample Selection Process



Population Frame

BC Stats received an extract from the Ministry of Health Client Roster as a population frame for the survey. The Client Roster represents the best available information for the ministry's clients⁴ and is

³ Statistics Canada [2021 Census of Population](#)

⁴ BC Ministry of Health Client Roster Data Dictionary

the most complete listing of people living in the province.⁵ The data includes residential address, first and last name, date of birth, sex, and personal health number. BC Stats used this list to select residential addresses for households in the province.

One invitation was sent per residential address sampled to reduce mailing costs, with the invitation addressed to “Occupant.” This enabled the invitation to be opened by any individual living at the address and not just a primary householder or named person.

Sample Selection Criteria

Program and Service Use

To ensure that enough respondents would align with program and service information already held by government, BC Stats used a list of personal health numbers from [Population Data BC](#) that matched one or more administrative datasets held in the [Data Innovation Program](#) as of March 2023.⁶

The files to be matched were put into two groups based on the total number of records they contained: those with fewer than 400,000 records and those with 400,000 or more records. A goal of approximately 200,000 invitations was set for the smaller file group (Group 1) and 600,000 invitations for the larger file group (Group 2). This was done to select a representative sample from each of the files without being able to identify with which file a given personal health number is associated. The files include:

Group 1 (fewer than 400,000 records per file):

- BC Housing Homeless Individuals and Families Information (HIFIS)
- BC Housing SMART
- BC Housing Social Housing
- Community Living BC — Community Living Programs
- Ministry of Children and Family Development — Child and Youth Mental Health
- Ministry of Municipal Affairs — Career Paths for Skilled Immigrants
- Ministry of Municipal Affairs — Provincial Nominee Program
- Ministry of Post-Secondary Education and Future Skills — Labour Market Programs

⁵ Collective dwellings are not specifically included in the population frame. A collective dwelling refers to a dwelling of a commercial, institutional, or communal nature. Examples include assisted living or long-term care facilities, hospitals, lodging or rooming houses, staff residences, military bases, work camps, correctional facilities, group homes, or hotels and motels. However, any residents of these dwellings could complete the survey via the open link.

⁶ Population Data BC works in partnership with the Data Innovation Program providing services related to data linkage, secure data storage, and project and data management.

Group 2 (400,000 or more records per file)

- Ministry of Attorney General — BC Family Maintenance Program
- Ministry of Children and Family Development — Child Welfare Program
- Ministry of Health — Home and Community Care
- Ministry of Social Development and Poverty Reduction - BC Employment and Assistance

Geography

[Health region geography classifications](#) were used to divide British Columbia into smaller areas covering the entire area of the province. Health regions follow a nested hierarchy. Community Service Health Areas⁷ aggregate to Local Health Areas, which aggregate to Health Service Delivery Areas, which then aggregate to Health Authorities. The selection process used all 218 Community Health Service Areas (CHSAs).

An initial objective was set of at least 1 in 3 (or 3,670) households for each of the 218 CHSAs, totalling 800,000 invitations. If there were not sufficient valid addresses in Group 1 or Group 2 to reach 33% of households for a given CHSA, then other valid addresses available were selected to reach 28% of households. Just three CHSAs used the slightly lower target of 28%. This additional criterion was used so that valid addresses in Group 1 or Group 2 in other CHSAs could be selected instead of addresses where alignment with program and service information already held by government was less certain.

There were 63 CHSAs with fewer than 3,670 households available in group 1 or group 2 where the remaining sample was re-allocated on a proportional basis according to the number of remaining households. In all cases, more than 1 in 3 households had already been selected for these 63 CHSAs.

The initial sample of 800,000 addresses included 211,547 from Group 1 and 587,432 from Group 2. Due to the smaller number of records in Group 1, if a record was found to be associated with both Group 1 and Group 2 either due to a personal health number appearing in both groups or multiple personal health numbers for an address, the Group 1 record was selected over Group 2.

Racialized Communities

During the data collection period, two more samples were added to invite households residing in geographic areas with a higher proportion of the population identifying with a racialized group (according to the 2021 Census).

1. In mid-August, an additional 100,000 invitations were sent to CHSAs in Metro Vancouver, where most of the people in B.C. who identify as one or more racialized groups reside and over half of the population identify as racialized.⁸ All households from CHSAs with 80% or

⁷ Using 2019 Community Health Service Area geographical definitions

⁸ Statistics Canada 2021 Census of Population

higher racialized populations and 65% of households for CHSAs with less than 80% racialized populations were sent an invitation.

2. An additional 415,000 invitations were sent by mid-September, bringing the total to 1.315 million households invited to participate. This additional sample was from any CHSA with a greater than 30% racialized population. For the 35 CHSAs in Metro Vancouver with a greater than 30% racialized population, an additional 34,539 records were selected, which completely allocated all addresses from Group 1 and Group 2 for these CHSAs. There were also 1,345 more records selected in CHSA 4115 Gordon Head/Shelbourne (in Greater Victoria). The remaining 379,116 addresses were selected from the same 36 CHSAs, meaning that all households were included where the racialized population was greater than 30% except for the CHSA 4115, as it had the lowest racialized population. This CHSA was randomly sampled until 415,000 were selected overall.

Please see [Appendix 3: Sampling by Community Health Service Areas](#) for details on the number of households randomly selected to receive an invitation.

How the Survey Was Promoted

Anti-Racism Website

The survey was available to complete online through the [anti-racism](#) website. The website included information about the survey as well as commonly asked questions.

Media and Marketing

Gaps Campaign

The information campaign to support the [BC Demographic Survey](#) included an altered Government of British Columbia logo to show how gaps in services could be filled by participating in the survey.

B.C. government website and social media logos were changed to the altered logo from June 14 to 16, 2023, in tandem with the survey launch and the information campaign ran from June 26 to September 29, 2023.

Print and Digital Media

The digital campaign used display ads and multiple social media platforms. It had 23.4 million views and reached an audience of 6.4 million.

There were 85 print publications in English with a total readership of three million people. Materials were also translated and placed in publications for speakers of Cantonese, Farsi, Korean, Mandarin and Punjabi. The 33 in-language publications reached an audience of 1.5 million.

Communications by Partners

Government frontline services, including [Service BC](#) and the [Ministry of Social Development and Poverty Reduction](#), were provided with digital and print communications to display and reference material for their staff to encourage participation. Service BC encouraged participation using Community Access Terminals available in their offices spread across the province. Partners also promoted the survey through their online channels and client account log-in websites.

Community Grants

The [Anti-Racism Data Committee](#) recommended working with local organizations to promote the survey. Grants of up to \$2,500 were provided to 80 community organizations (see [Appendix 6](#) for

Figure 2: Static graphic for social media



the full list of recipients). Grants were available through an application process that ran from June to September 2023.

Organizations used these grants to promote the survey to the communities they support through activities including:

- Social media posts in multiple languages.
- Community events to provide information about the survey and help people complete it.
- Direct support to help community members complete the survey.

These outreach activities were conducted in 14 regions across the province, with many organizations holding more than one event. Reporting from grant recipients indicated that, as a collective, organizations were able to reach thousands of people through their funded activities. After the survey closed, grant recipients shared feedback on the process and how the survey was received by their communities.

Organizations highlighted positive sentiments around the survey, including excitement that anti-racism work was happening in government and emphasis on the importance continuing the work to address systemic racism.

Organizations noted that the survey outreach also created an opportunity for dialogue about anti-racism and equity with community members. These conversations enabled organizations to learn more about how to better support the communities they serve.

We also received feedback about the challenges of fully engaging communities on the budget and timelines provided by the grant. Organizations also shared that some individuals were reluctant to complete the survey due to its length, the personal questions being asked and a lack of trust in government.

The B.C. government will use this feedback to shape future engagement and data collection activities under the [Anti-Racism Data Act](#).

Events and Outreach

To help raise awareness of the survey, 12 events and site visits were held across the province. Events were held in Kelowna, Nanaimo, Nelson, Prince George, Surrey, Vancouver, and Victoria. Members of the Anti-Racism Data Committee attended several of these events to share their perspective on why completing the survey was important and connect with local racialized communities.

Throughout the summer, response rates were monitored and additional promotion of the survey took place in areas with lower response rates. Outreach activities were held at City of Surrey locations with community groups. BC Data Service employees with language skills in Punjabi and Hindi worked with a member of the Anti-Racism Data Committee to facilitate survey participation and distribute promotional materials from October 4 to 12, 2023.

Promotional Materials

An amplification kit was provided to stakeholders and organizations across B.C. to amplify messaging in tandem with the survey launch. The amplification kit included a poster and static graphic about the survey that could be circulated via social media and in print. These were translated into five languages: Farsi, Korean, Punjabi, Simplified Chinese, and Traditional Chinese. Two hundred organizations received an amplification kit to help build awareness for the survey.

Print materials such as bookmarks, posters, and postcards were provided to Members of the Legislative Assembly, public libraries, and community organizations throughout the province. These materials provided information and a QR code for individuals to learn more about the survey and complete it online.

Contact Channels

The survey had a dedicated phone line and email address. Respondents could contact Service BC via a toll-free number or email [BC Stats](#) at a project-specific email address.

Data Collection

Distribution Methods

The primary method for inviting households to participate in the survey was via a mailed invitation (see [Appendix 4](#)) from [BC Stats](#) based on the sampling plan. Respondents had the option to complete the questionnaire online, to call a toll-free number to complete the survey with a [Service BC](#) telephone agent or request a paper survey.

Anyone living in B.C. who was 13 years of age or over as of June 1, 2023, could participate in the voluntary survey. Parents/guardians could complete the survey for children under 13 years of age. The mailed invitation addressed to “Occupant” contained a direct website address to the survey, unique secure access code (referred to as the Household Code), a toll-free telephone number, a list of 15 languages available for survey completion, and the [antiracism.gov.bc.ca](#) website address. The [antiracism.gov.bc.ca](#) website contained commonly asked questions and other support resources available in 15 languages.

During the data collection period, households that received an invitation letter also received a reminder postcard in a secure envelope with the household code. There were 165,000 households in CHSAs where the proportion of the population identifying as racialized was small. Rather than sending a reminder to these households, BC Stats instead sent invitations to households in Metro Vancouver that had not been already randomly selected for an invitation.

In addition to the mailed invitation and reminder, the public media campaign directed respondents to the [antiracism.gov.bc.ca](#) website where an open survey link was available for anyone living in B.C. Using an open survey link helped to avoid the high cost of attempting to reach everyone in B.C. by mail, and this approach aligned with the voluntary nature of the survey.

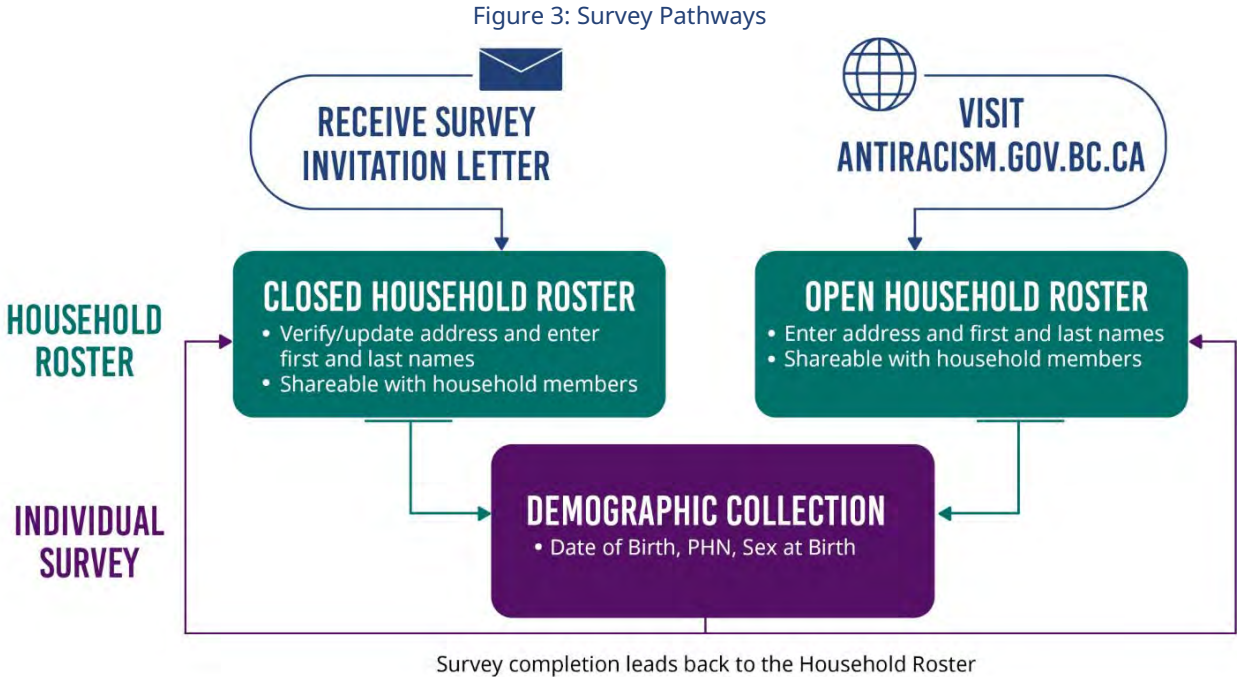
Completion Process

As depicted in Figure 3, respondents, whether (1) entering via the mail invitation or (2) accessing an open survey link via the media campaign or the [antiracism.gov.bc.ca](#) website, were asked to fill out a household roster for up to 15 household members.

The household roster asked for the number of persons by broad age categories, full names, and the address of the dwelling. If address and postal code were not provided or available, city/town/village was collected. The option to specify no fixed address was also available. This centralized collection reduced the survey completion time and increased accuracy by eliminating the entry of the same information more than once. The household roster also served as a survey completion dashboard and entry point for each individual survey. It was open for anyone with a household code from the survey invitation or a unique household code created when accessing the open link. In both cases the roster was shareable with other household members, including by

sharing a link via email, so they could either add their name or use the survey link appearing beside their name if they were already included on the roster.

The household roster also served to segregate the information collected on the household roster from the demographic information collected in each individual survey. Address and full names were only stored in the household roster. After completing the household roster, respondents were asked to complete an individual survey for themselves and all members of the household. When an individual survey was complete, the survey was redirected back to the household roster for the respondent to complete the next individual survey, or the respondent could share the link with other members of the household.



Once an individual survey was started from a household roster, the link for that person was deactivated to enhance security by preventing anyone else in the household from viewing their answers. If a person was unable to complete their survey in one session, they could resume by clicking on a “Stop and resume later” button. They then had the option of copying a survey link from the survey page or they could enter their email address to receive a survey link and a unique time-limited access code in separate emails. This process meant that only the individual starting the survey could resume it unless they shared the unique access code with someone else.

When an individual survey started, the link on the household roster page changed to “In progress”, and then “Complete” when the respondent reached the end of the survey. Household members could reset their individual survey completion status with a “Reset” button. They could then start a new survey if they wished to change their earlier answers or if they lost their access code. Someone completing the household roster could share the invitation letter if they received one, a link to the household roster, or send an email to other household members with the Household Code via the survey interface.

Data Processing

Data Entry

The data were collected in an integrated survey package. Data were automatically entered into a secure database as each survey progressed. [Service BC](#) telephone agents confidentially entered surveys completed over the telephone into the same interface as respondents, with customizations to enhance the telephone experience for the respondent and the agent.

Daily backups of the MySQL database were performed and moved to a secure Microsoft SQL Server database for use by the analysts working on the [BC Demographic Survey](#) project. After the close of the data collection period on October 15, 2023, paper surveys received up to October 31, 2023, were entered into the online interface by [BC Stats](#) analysts.

Response Analyses

For many of the questions, respondents had the choice to respond to [demographic](#) questions by providing answers in their own words or selecting response categories listed in the question. Their answers to questions with this open-ended response feature were converted into new or existing categories that best matched their original answers rather than grouping similar answers into themes or broader categories.⁹ As well, more specific categories were provided for some questions. For example, to align with the Province of British Columbia's [Gender and Sex Data Standard](#) responses were grouped into a "Non-binary" category. To enable more specific study, more detailed categories were also provided to researchers in a separate variable with more detailed categories including "Gender Queer", "Gender Fluid", "Two Spirit", "Agender", "Queer", "Bigender", "Demigender", "Omnigender, Pangender, All of the above", and "Flux."

These approaches were taken to assist and inform future research and enable improvements to the demographic questions. This meant that significantly more categories were created for some questions than a thematic coding process would produce because each category very closely represented the answer and did not combine similar answers into themes. This avoids interpretation impacting the category selected during coding and the category misrepresenting what the respondent answered. Answers were coded to the most granular level so that future researchers can combine categories without needing to revisit the original answers.

The online survey incorporated autocomplete text responses to enable quicker response times for respondents and consistent data entry of written responses. Questions employing this feature

⁹ While coding the open-ended responses received from respondents to various questions, BC Stats gained insights, with the recognition that identity categories are dynamic, not static, and evolve over time and across different contexts. After thoroughly reviewing these categories and considering the feedback and patterns observed, BC Stats is committed to ensuring that our future surveys reflect these realities. To keep our categories relevant and inclusive, BC Stats will be proactive in adding or modifying the current categories for different questions.

included the relationship to another person in the household, First Nations in Canada, religion, and culture.

The coding process for the open-ended questions followed a combination of three different approaches depending on the complexity of the response, the number of response options, and the assessed need for interpretation. While 7% of surveys were completed in a language other than English, most text answers were provided in English. For other responses Google Translate was used to translate the answer to English.

Natural Language Processing

Two questions were deemed appropriate for Natural Language Processing. Racial identity and ancestry were trained on an initial set of manually coded responses to match responses to categories. These questions were selected as they had a smaller list of potential codes and shorter length of text response. This model produced flags where there was insufficient correspondence to the trained categories and analysts manually coded these responses.

Matching Categories

For the language first learned at home or [mother tongue](#), religion or spirituality, and culture or ethnicity the coding process was expedited by running python scripts that converted Unicode to text using non-Latin characters. Text answers were translated using Google Translate, spell-corrected, and responses were matched to categories.

Responses were identified as an “exact match”, “partial match”, or were not matched. “Exact matches” had an exact correspondence to an existing category label. Unless the spelling had been changed incorrectly, “exact matches” were not reviewed. “Partial matches” matched partially to one or more category labels. These matches were taken only as suggestions since the matching system does not take words in context. As a result, they were fully reviewed and coded by analysts. For example, the responses “I hate apples”, “I like apples”, and “I like all fruit, except apples”, are matched to the same keyword, “Apples”, if it is in the list available categories. Thus, suggested categories were checked against original responses.

Manual Coding

The remaining questions were coded manually by BC Stats analysts using an application that makes it easier to browse multiple records and related questions to code batches of similar or identical responses. The application incorporates lookups to display the selected category so the analyst can verify that the correct numerical code has been selected.

Quality Control Process

Some data checks were pre-built into the survey. Inconsistencies within and between question responses were noted to respondents, and they were prompted to amend their response.

Respondents were notified when the data they provided was unrealistic or an error, such as their year of birth being outside the range of 1897 to 2023, their age not aligning with their year of birth, or if their household income was entered as less than their personal income.

Inconsistent or missing data can happen during the data collection process. For example, a respondent may not have been willing to provide a response, or a logical inconsistency with the questionnaire flow occurs and cannot be rectified with the available information. Instead, when a missing or inconsistent value was found it was marked as “Prefer not to answer” or “Indeterminate” so that it would be recorded as an invalid response.

Respondents could reset their individual survey record and submit another survey if they wished to change an answer, or if they lost their access code to a previously started survey. In these cases, the most recently started survey was taken as their intended response and other survey records were removed from the archived response database.

There were also instances where more than one survey from the same individual was received because they responded to the media campaign and filled out an open household roster and then later received an invitation in the mail and responded via the closed household roster, or vice versa. Where possible using name and address information, only the most recently started survey was retained and any other records were removed from the archive response database.

Other quality control processes checked for correct and consistent assignment of codes to ensure that demographic data from open-ended responses were adequately captured. The assigned codes for every open-ended response question were reviewed for errors using the following steps:

1. All code numbers assigned by analysts were reviewed for accuracy to correct for typos or small deviations in the correct code (for example, 1000 assigned instead of 10000).
2. For all codes, 5% of all original answers making up that code were reviewed for thematic errors and to identify a mismatch in categories.
3. Errors were identified by searching for a non-case-sensitive character string or a substring of the code category using detailed descriptive text in all responses. For example, “Taiwanese” appeared as part of the descriptive text for the category “Another East Asian identity” in the racial identity question. All responses with a matching string were checked across all code categories to ensure the corresponding code had been selected. Responses that contained the descriptive text of the category, but were not assigned the code, were exported for checking, which was necessary to eliminate non-errors that were context-dependent. This process identified the following types of errors in the coding process:
 - a. Errors in which newly created codes were not applied to responses coded earlier in the process.
 - b. Errors in which codes created by one analyst were not used by other analysts.
 - c. Errors where a complex or longer response indicating multiple codes was incomplete and only given one or some of the relevant codes.

Decisions made by the team during the coding process were documented in a group chat for each question and archived in the project files. This will allow any future modifications to the coding,

question answer categories, and updates to the questions or survey guide to be made with a more comprehensive understanding of decisions made by the BC Stats analysts. As well, for particular cases analysts made comments in a separate field for individual survey responses to ensure the rationale was recorded.

At the conclusion of the coding process, open-ended response questions were re-integrated with the closed-ended response questions to produce a comprehensive demographic survey dataset. This dataset had skip checks performed to ensure logical consistency with the various pathways through the survey questions and numerical range tests completed to ensure the dataset did not contain errors from the data collection or coding processes.

Linkage with the Data Innovation Program

The [Data Innovation Program](#) is a data integration and analytics program for government analysts and academic researchers. While every B.C. ministry collects and manages its own data, the Data Innovation Program can securely link and de-identify data from multiple ministries and organizations, providing a better understanding of B.C.'s more complex issues. The program supports population-level analysis, not individual- or case-level analysis.

Data available through the Data Innovation Program is always de-identified to protect privacy. This means identifiers such as names, driver's licence numbers and personal health numbers are removed before the data can be used for population-level research.

It was anticipated that not all instances of the same individual who chose to complete a BC Demographic Survey from the closed and open household rosters would be found during the data edit phase. This could happen because of a respondent submitting slightly different identifying information between the closed and open household rosters, such as their name and address spelled or formatted differently. This happened for approximately 1,800 survey records. There is a variable available for researchers with the date each survey record was started that can be used to select the most recently entered survey record for each individual.

Overall, 97% of the survey records were linked with a personal health number and included in data files for researchers. This speaks to the high quality of the first and last name, sex at birth, date of birth and postal code information provided by survey respondents.

Comparison to the 2021 Census

Given the voluntary nature of the [BC Demographic Survey](#), an analysis of respondent characteristics was needed to assess how well the survey data represents the population living in British Columbia. A representative sample means that the characteristics of those who completed the survey match those of the population as precisely as possible without analytical intervention (for example, weighting). This was never a goal of the survey as overrepresentation of some groups is desirable to ensure a sufficient level of response for analytical purposes. This is especially important for racialized groups that make up a smaller proportion of the population. With that said, the assessment provides insights on how best to use this information for anti-racism research.

The analysis focused on [demographic characteristics](#) including racial identities, Indigenous identities, gender, age, economic region, education attainment level, personal income and immigration status. [BC Stats](#) used the [2021 Census](#) to make this comparison, with the assumption that the Census is the best available reflection of the entire population living in B.C. in 2023.

Representation across Racial and Indigenous Identities

The survey asked people to select the racial identities that best describes their identity using the 16 predefined categories, plus an option for “Prefer to self-describe.” Self-descriptions matching predefined categories are accordingly grouped.¹⁰

To do this assessment, respondents’ racial identities needed to be regrouped according to the 2021 Census racial group classifications outlined in the [Visible Minority and Population Group Reference Guide](#). These classifications were developed by Statistics Canada to support the implementation of the Government of Canada’s [Employment Equity Act](#) and they are also used by Statistics Canada to support statistics about the population. Statistics Canada acknowledges the limitations of these classifications and is considering future improvements. With limitations in mind, the following practices were provisionally followed for the purpose of this assessment only:

- Racialized groups consisted mainly of respondents who identified as African or Caribbean, Arab, Central Asian, Chinese, Filipino, Japanese, Korean, Latin American, South Asian, Southeast Asian, West Asian, and Another East Asian identity.
- Respondents identifying as Central and/or West Asian were combined to align with the Census.
- Respondents identifying as Another East Asian identity were combined with the Southeast Asian group for comparisons with the Census.

¹⁰ Note that over 13,000 respondents self-identified as Canadian. Their responses are categorized as “Indeterminate” for this analysis.

- Respondents with the following multiple identities were grouped:
 - Respondents who identified as European in combination with Arab, Latin American, or West/Central Asian were categorized as “non-racialized.”
 - Respondents who identified as European and a racialized group that was not Arab, Latin American, or West/Central Asian were included only in the racialized category. For instance, a respondent identifying as both South Asian and European was categorized solely as South Asian.
 - Respondents who identified as more than one racialized identity were allocated to a “multiple racial identities” category.
- Respondents whose open-ended response was associated with a racialized group that could not be classified elsewhere were included in “racialized, not included elsewhere (n.i.e.)”. This category includes responses such as “Guyanese,” “Pacific Islander,” “Polynesian,” “Tibetan,” and “West Indian.”
- Responses such as “I don’t know/I am unsure,” “Prefer not to answer,” and comments are excluded from the analysis for all variables. As a result, the number of responses varies from question to question.

It is important to note that these racial identity groupings were employed solely for the purpose of comparing with the Census data, and BC Stats does not recommend using these groupings per se for research.

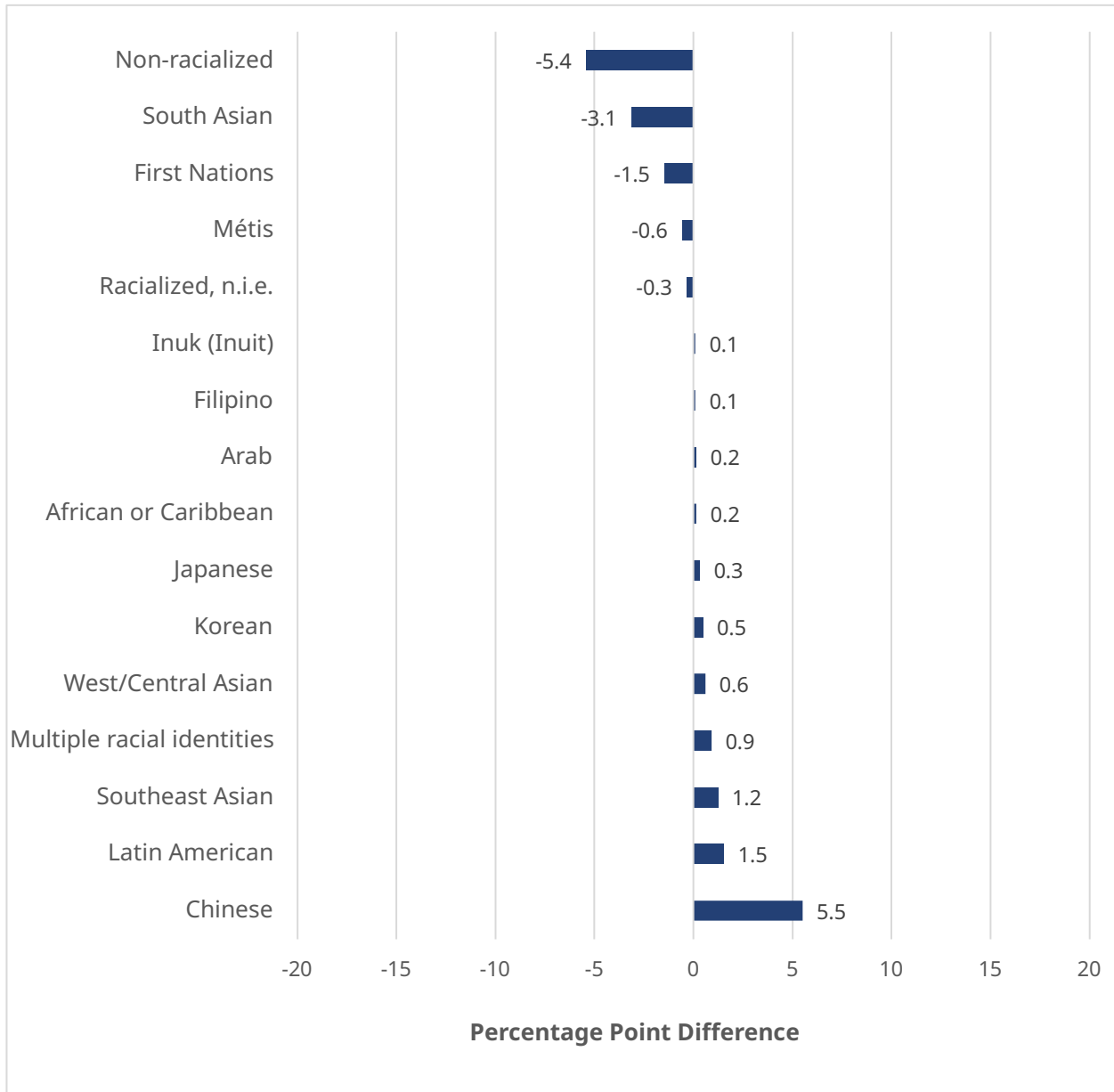
Respondents self-identifying as First Nations, Métis, and Inuit were treated as separate categories to ensure a [distinctions-based approach](#) was followed to reflect the diversity of Indigenous people’s identities. For these comparisons, data was used from the Indigenous identity question instead of the racial identity question because it was framed in a more culturally appropriate way.

From over 215,000 completed and partially completed surveys, 191,915 respondents provided information about their racial or Indigenous identity. See [Appendix 5](#) for counts by racial and Indigenous identities.

Figure 4 illustrates the percentage point difference between the survey results and the 2021 Census, displaying both Indigenous and racial identities to offer a broad view of the representation differences.

Results show an overrepresentation in the survey responses for those identifying as Chinese. Respondents identifying as South Asian and non-racialized were underrepresented. The remaining groups varied by ± 1.5 percentage points from the 2021 Census proportions.

Figure 4: Racial and Indigenous Identities Representation in Relation to 2021 Census

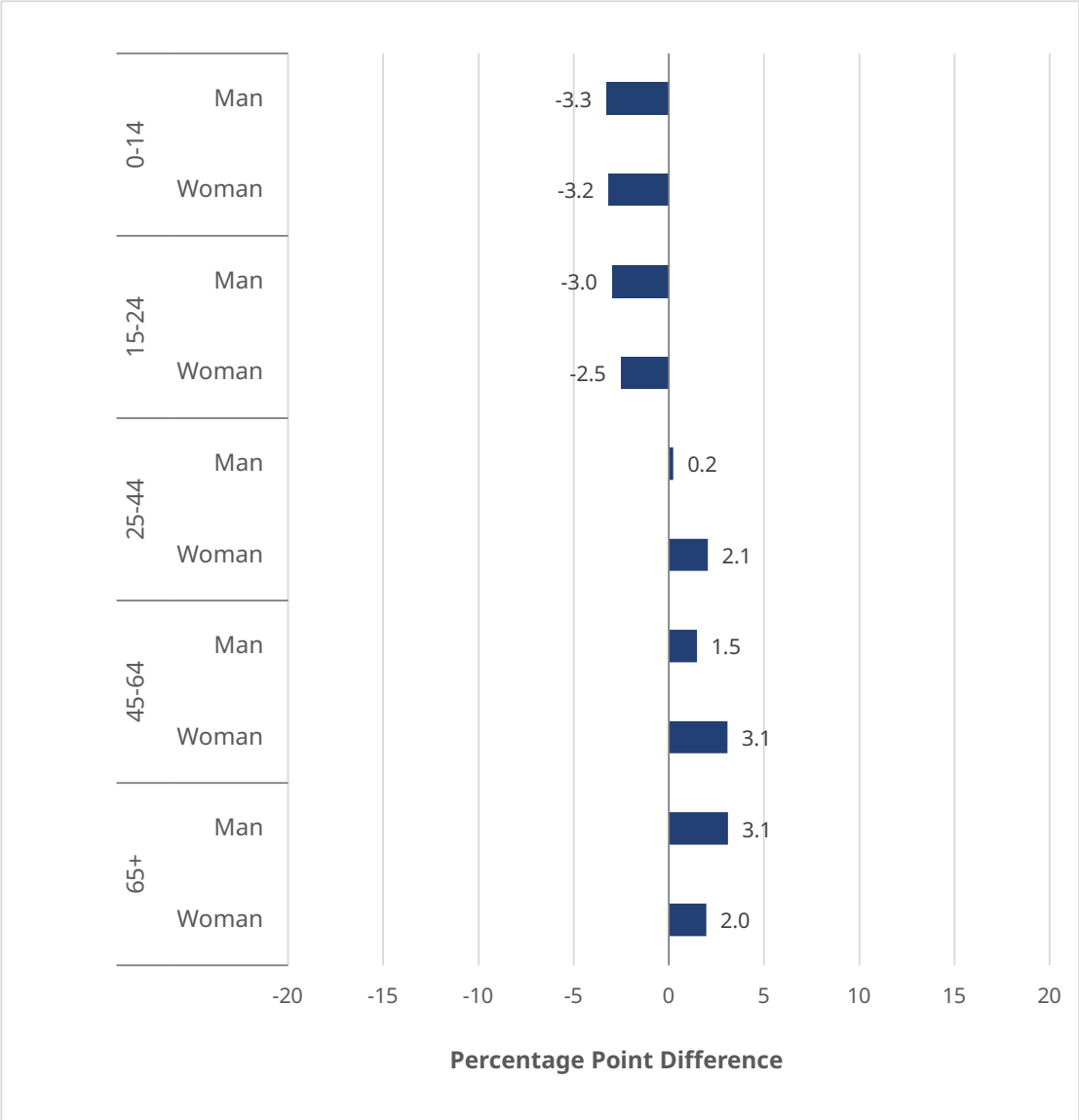


Representation by Gender and Age

Respondents had the opportunity to select their gender with options including man/boy, non-binary person, woman/girl, plus options for “Prefer to self-describe”, and “Prefer not to answer/Unknown”. The 2021 Census data tables available for this analysis had the non-binary category distributed to the man and woman categories to protect the confidentiality of responses provided. To enable comparisons, the non-binary responses to the survey were also proportionally distributed between the man and woman categories to align with the Census categories.

The survey exhibited a slightly skewed gender distribution, with men marginally underrepresented by 1.4 percentage points (ppts) overall. Figure 5 highlights the underrepresentation of youth (0 to 24 years) and the general overrepresentation of older age groups in the survey.

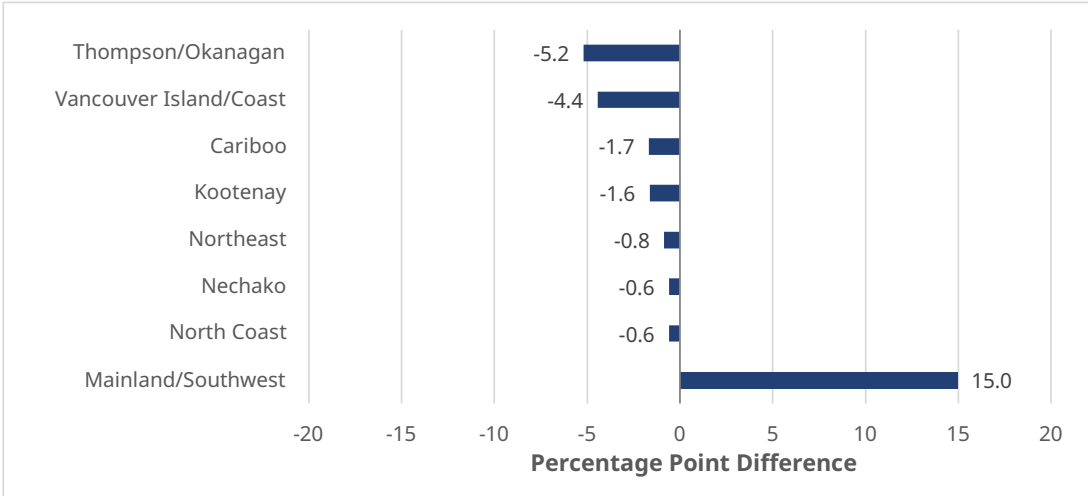
Figure 5: Gender and Age Group Representation in Relation to 2021 Census



Representation by Economic Region

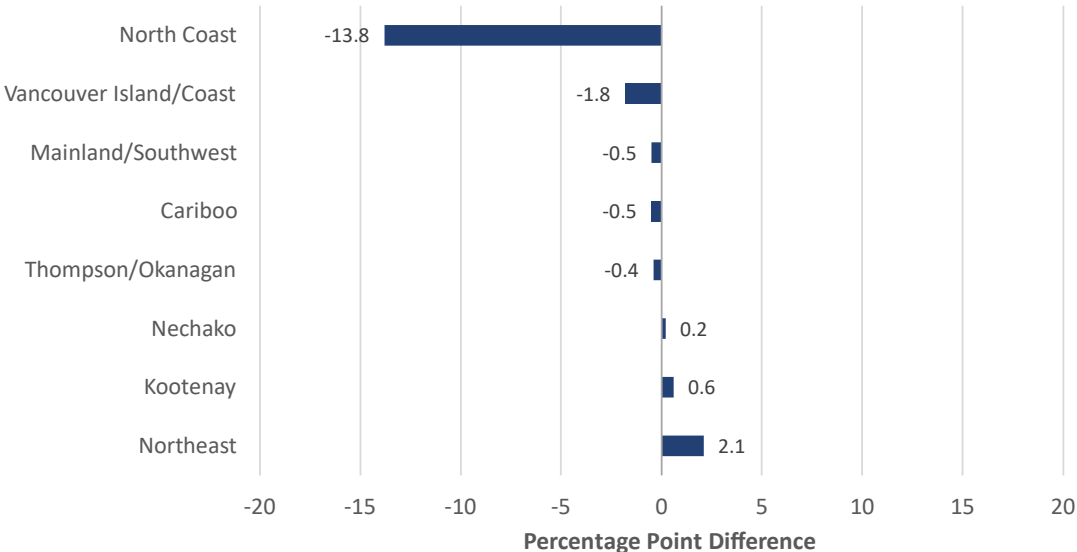
Respondents were grouped into one of the eight distinct economic regions based on their household postal code at the time of the survey. Figure 6 shows that the Mainland/Southwest region was notably overrepresented in the survey responses, reflecting the survey's sampling strategy, while regions like Vancouver Island/Coast and Thompson/Okanagan were underrepresented in the survey results.

Figure 6: Economic Region Representation in Relation to 2021 Census



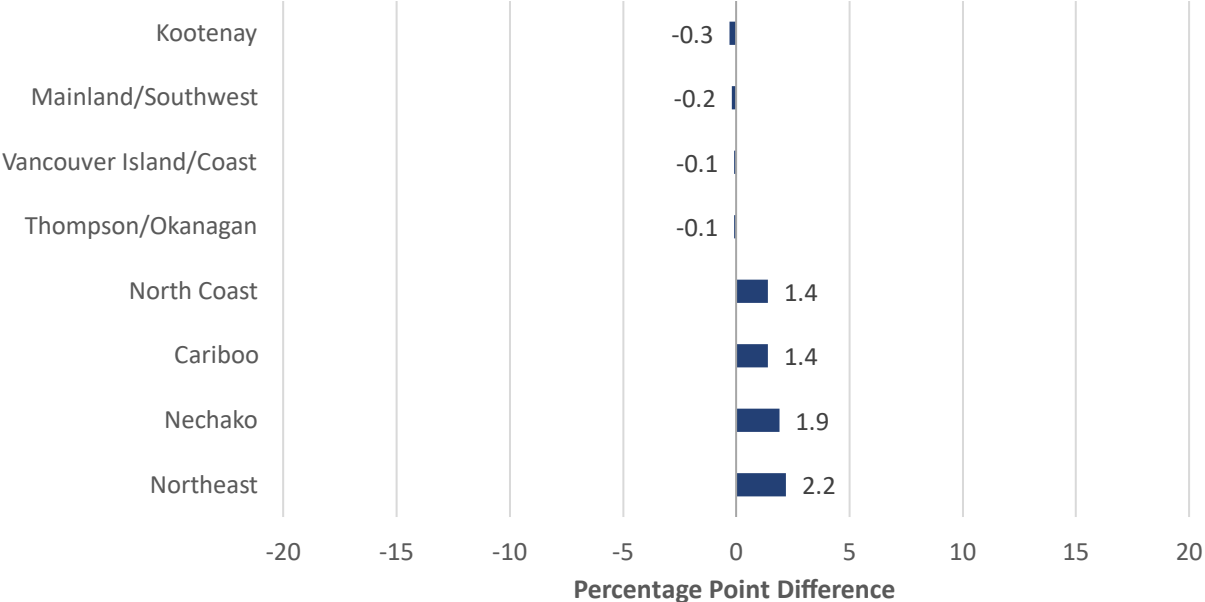
Although respondents identifying as First Nations were underrepresented in the survey, there is substantial variation across Economic Regions (Figure 7). Representation from First Nations from Nechako, Kootenay and Northeast regions closely matched or exceeded Census distributions. The notable exception was the North Coast region, which was the most underrepresented in the survey results.

Figure 7: First Nations Representation by Economic Region in Relation to 2021 Census



There was also regional variation in the representation of respondents who identified as Métis. The distribution of respondents across Economic Regions and the 2021 Census distribution is close. The survey exceeded Census distributions for four regions, especially in the Northeast. See Figure 8 below.

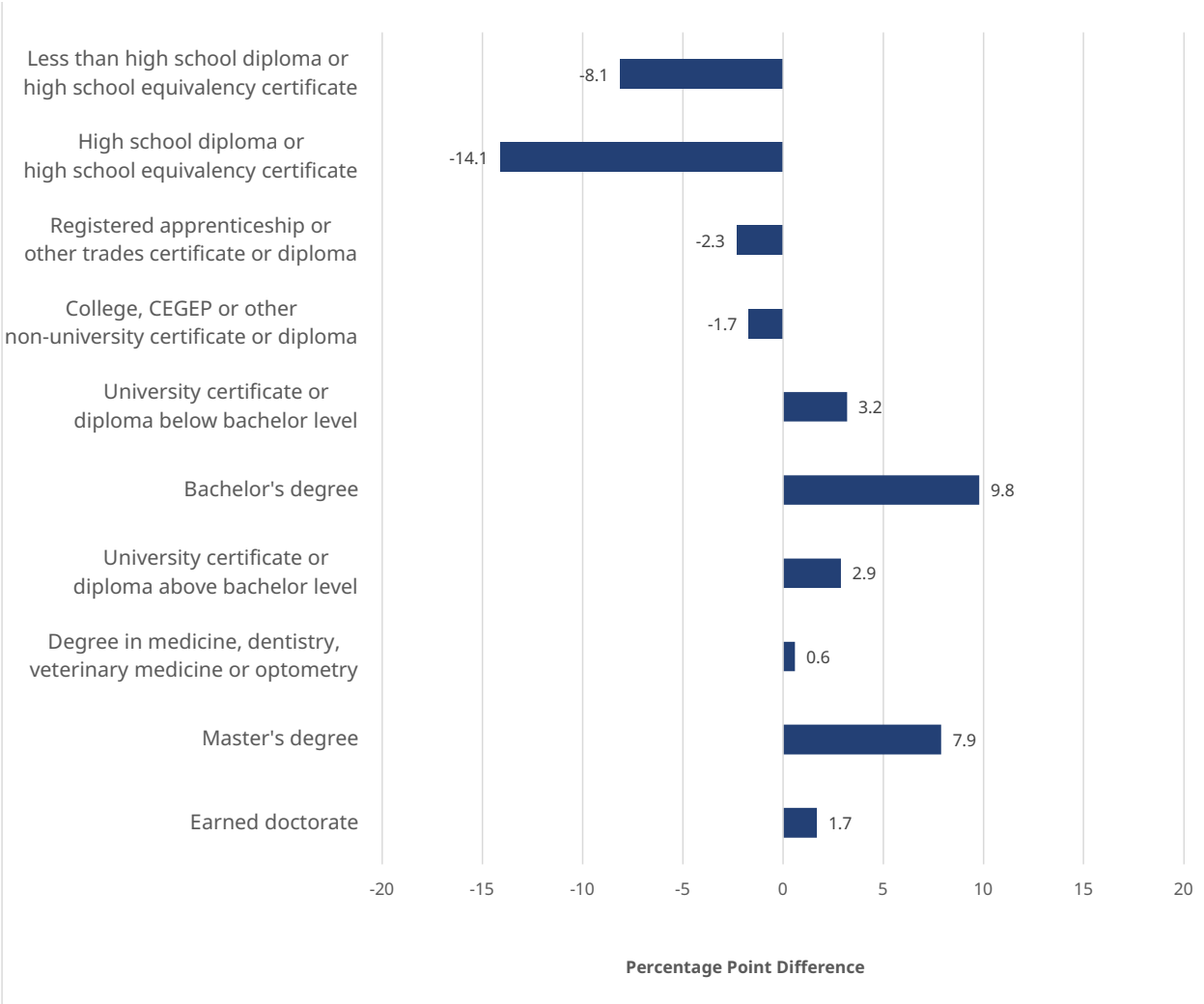
Figure 8: Métis Representation by Economic Region in Relation to 2021 Census



Representation by Highest Level of Education

Respondents aged 15 years and over were asked about the highest level of education they had completed. As depicted in Figure 9, there was an overrepresentation of respondents who have completed education at a university certificate or diploma level or beyond.

Figure 9: Highest Level of Education Representation in Relation to 2021 Census (among those aged 15 years and over)

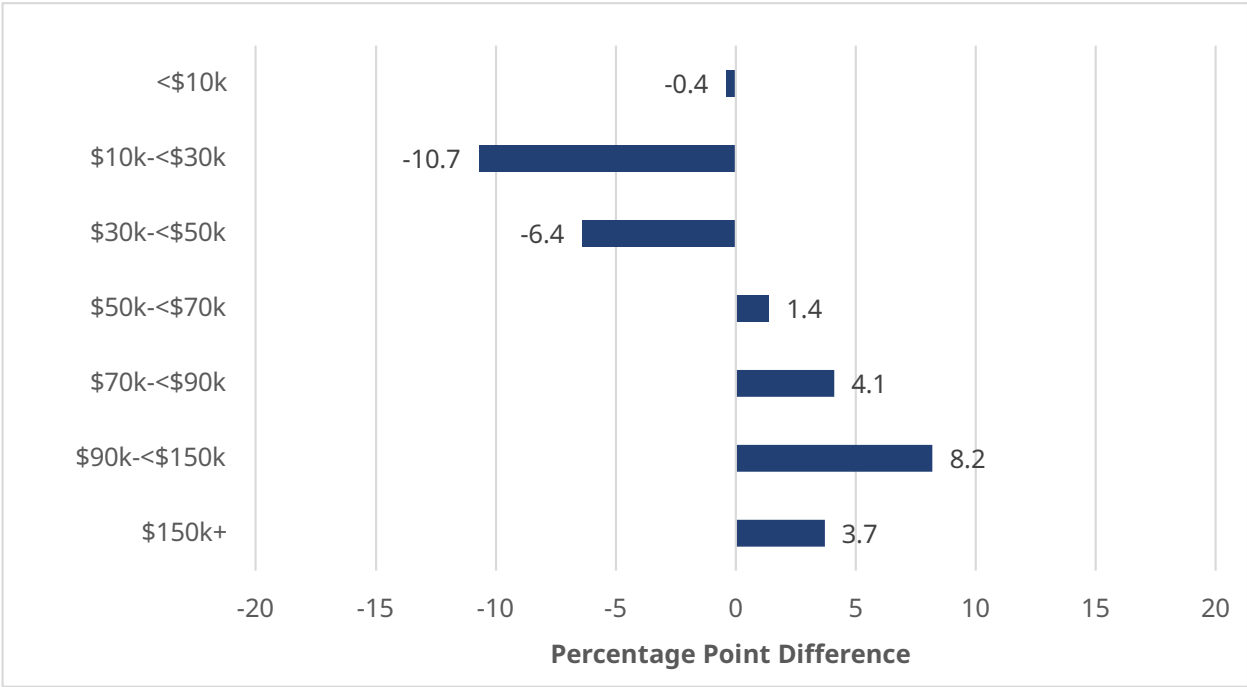


The underrepresentation of youth could explain the higher educational attainment reported by the survey results.

Representation by Total Personal Income

Respondents aged 15 years and over were asked about their **total personal income**, before taxes and deductions, from all sources. As shown in Figure 10, respondents with a personal income between \$10,000 and less than \$50,000 are the most underrepresented compared to the 2021 Census.

Figure 10: Income Representation in Relation to 2021 Census



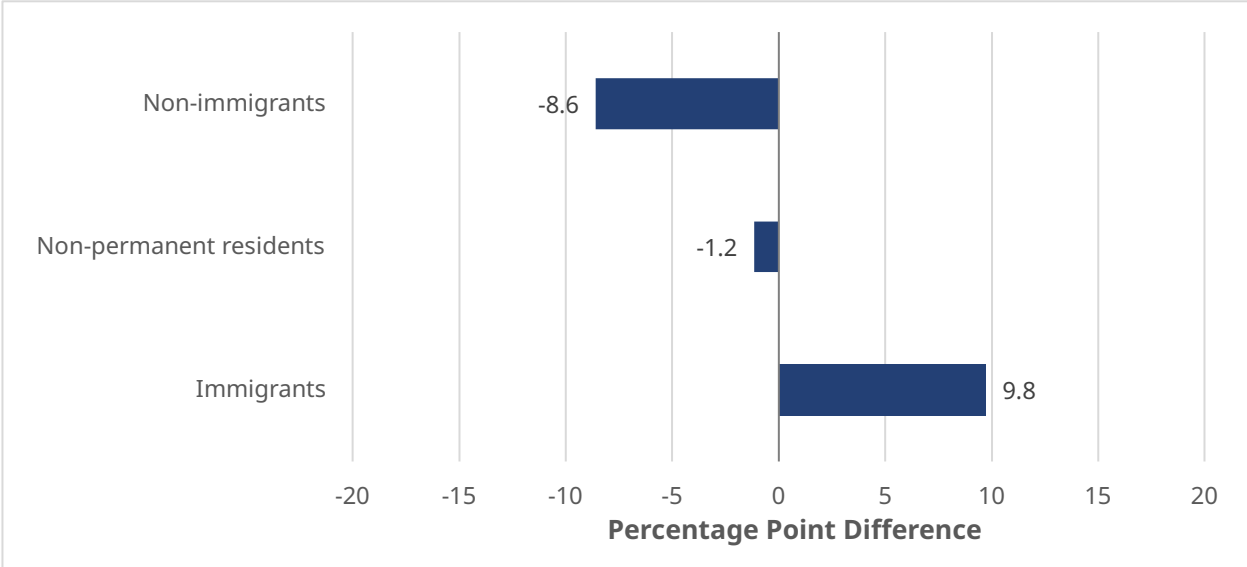
The higher personal income in the survey may be related to the higher education attainment levels observed, as well the underrepresentation of youth, and a general indication that the survey was not able to reach respondents with lower income levels. There was also a higher level of non-response to this question. Additionally, the income data from the 2021 Census used for comparison was recorded in 2020 and not adjusted for inflation. Future analyses should adjust for inflation to constant dollars to match the reference year of the Census.

Representation by Immigration Status

Respondents were asked a set of questions about their Canadian citizenship and immigration status. If they were a Canadian citizen by naturalization or were a landed immigrant or permanent resident under the Immigration Act then, they were classified as immigrants. Foreign students, foreign workers and refugee claimants were grouped together as non-permanent residents.

Findings show an overrepresentation of immigrants in the survey results. Similar to the overrepresentation for the Mainland/Southwest region, this is a result of the sampling strategy.

Figure 11: Immigrant Representation in Relation to 2021 Census



Comparisons with Data Innovation Program Data

The survey data was integrated into the Secure Research Environment within the Data Innovation Program for use by authorized researchers to conduct anti-racism research on government services and programs. The vast majority of the data were successfully linked to pre-existing administrative data available in the Secure Research Environment.

The assessment replicated the approach used to compare census data with the survey in the previous section and consisted of two primary comparisons:

- The differences in demographic distributions between the survey data linked to administrative dataset inside the Data Innovation Program (linked dataset) versus the non-linked survey dataset outside of the Data Innovation Program (non-linked dataset), and
- The differences in demographic distributions between the survey dataset linked to administrative dataset inside the Data Innovation Program (linked dataset) against the 2021 Census.

The findings revealed that the demographic distributions in the linked dataset closely matched those in the non-linked dataset. Proportional discrepancies were minimal, mostly within ± 1 percentage point, and predominantly less than ± 0.5 points.

Even among racialized and Indigenous identities, the differences were slight, ranging from a 2.5% decrease to a 2.6% increase compared to the non-linked survey dataset. Notably, the most significant variances were observed among respondents who identified as racialized, not included elsewhere (n.i.e.), likely due to this group's smaller size.

Given the consistency in respondent proportions between the linked survey data and non-linked survey dataset, no adjustments are deemed necessary for the linked data to accurately represent the broader dataset.

The demographic percentage comparisons between the linked dataset and the 2021 Census data mirrored those between the non-linked dataset and the Census, underscoring the reliability of the linkage process, which did not degrade the representativeness of the survey dataset once entered into the Data Innovation Program.

Note on Use

It is important to note that the BC Demographic Survey used a hybrid random and non-random sample design. While over 80% of survey respondents were from the random sample, there was an unequal probability of selection for each of the stratified geographic areas. There were also varying response rates for each of these areas. [Appendix 5](#) reviews the potential margin of error for various sample sizes to illustrate the confidence associated with selected proportions. These margins of error can assist users in understanding the strengths of the survey data.

Some of the demographic characteristics remarkably mirrored the population while others reflected what we are seeing in the field of survey research more generally (such as lower response from youth). The findings highlight the importance of looking at these differences when using the survey data to determine what weighting approach is needed to rebalance the data so it better reflects the population being examined more closely.

The differences in racial representation compared to the 2021 Census is not an important finding and consideration unless comparing results between aggregations of racial or Indigenous identity groups or wanting to illustrate the survey results overall as representative. This would apply with any aggregation of demographic groups. If a researcher is making comparisons between groups, it is important to understand the demographic make-up of each of the groups compared to a reference population such as the 2021 Census.

Caution is advised when examining differences in the Census among First Nations because Statistics Canada uses estimates to address enumeration gaps due to under coverage (i.e., incomplete surveys). Estimates tend to be less reliable and change over time.¹¹ With that caveat in mind, the comparisons show a mix of representation for First Nations by region. The decision to promote this voluntary survey resided with each Nation. Some Nations promoted the survey because it aligned with their data priorities, while many Nations opted out to focus on other priorities. The variation in representation reinforces the importance of involving First Nations in the understanding of the demographic nuances within and between groups before determining what kind of weighting strategy to use prior to conducting anti-racism research.

¹¹ [Indigenous Peoples Technical Report, Census of Population \(statcan.gc.ca\)](#)

Key Terms

KEY TERM	DEFINITION
Anti-racism	the deliberate act of opposing racism and promoting a society that is thoughtful, inclusive, and just.
Colonialism	colonizers are groups of people or countries that come to a new place or country and steal the land and resources from Indigenous Peoples, and develop a set of laws and public processes that are designed to violate the human rights of the Indigenous peoples, violently suppress the governance, legal, social, and cultural structures of Indigenous peoples, and force Indigenous peoples to conform with the structures of the colonial state.
Cultural Safety	<p>defined in the “In Plain Sight” report as an environment that is “physically, socially, emotionally and spiritually safe ... where there is recognition of, and respect for, the cultural identities of others, without challenge or denial of an individual’s identity, who they are, or what they need. Culturally unsafe environments diminish, demean or disempower the cultural identity and well-being of an individual.”</p> <p>Whether a program or service is culturally safe can only be determined by the person accessing that service.</p>
Demographic information	<p>information describing certain characteristics of an individual or group such as:</p> <ul style="list-style-type: none"> ● age ● race ● gender ● ethnicity ● income ● Indigenous identity <p>This may also be referred to as demographic data, demographic group(s), or demographics.</p>
Distinctions-based Approach	means that the Province’s work with First Nations , Métis and Inuit people will be conducted in a manner that acknowledges the specific rights, interests, priorities and concerns of each, while respecting and acknowledging these distinct peoples with unique cultures, histories, rights, laws, and governments.
Economic family	a group of two or more persons who live in the same dwelling and are related to each other by blood, marriage, common-law union, adoption, or a foster relationship.

Equity/Equitable	<p>means that something is fair and just for everybody. It may refer to many things, including programs, services and society as a whole.</p> <p>Equity is different than equality, which means everyone is treating in the same way. Equity recognizes that we are not starting at the same place and seeks to address these imbalances.</p>
Indigenous data sovereignty	<p>the ability of an Indigenous government to access, collect, control, and utilize data about its citizens and territories.</p>
Indigenous Governing Entity	<p>an entity that exercises governmental functions for Indigenous Peoples</p> <p>Indigenous Governing Entity expands upon the definition of an Indigenous Governing Body, which is used in the Declaration on the Rights of Indigenous Peoples Act to refer to “an entity that is authorized to act on behalf of Indigenous Peoples that hold rights recognized and affirmed by section 35 of the Constitution Act, 1982.”</p>
Landed immigrant or permanent resident	<p>persons who have been granted the right to live in Canada permanently by immigration authorities.</p>
Mother tongue	<p>the first language you learned at home in childhood and still understand at the time of the survey.</p>
Systemic racism	<p>occurs through inequities that are built into services, systems, and structures. These are often caused by hidden biases that disadvantage people based on their race. For many Indigenous Peoples and racialized individuals, this results in inequitable access, poorer outcomes, and negative experiences with public services such as education, health care, child welfare, and policing.</p>
Total Personal Income	<p>income as a single individual. Includes income from work, investments, pensions, or government payments; does not include capital gains.</p>
Two-Spirit Identity	<p>an Indigenous person who identifies as having both a masculine and feminine spirit. It describes sexual, gender, and/or spiritual identity.</p>

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Appendices

Appendix 1: Survey Questionnaire

Please visit the [BC Data Catalogue](#) entry for the BC Demographic Survey to download the [Paper Survey Questionnaire](#).

Appendix 2: Survey Guide

The Survey Guide in this appendix was included with the paper version of the survey. A slightly more fulsome guide was used with the online and telephone versions of the survey. The below text reproduces the guide in full.

BC Demographic Survey - Questionnaire Guide and Terms

This guide contains additional instructions for each section of the survey and definitions for terms that are underlined in the survey. Please refer to it as you complete the survey.

Demography is the study of human population related to its reproduction process through births, deaths, and migratory movements. Demography investigates the state of the population, the different demographic components and the relationships between them.

Systemic racism occurs through inequities that are built into services, systems and structures. These are often caused by hidden biases that disadvantage people based on their race.

Frequently Asked Questions - <https://antiracism.gov.bc.ca/>

Section 1: Indigenous Identity

Indigenous identity and group

Select **Yes, First Nations (status or non-status)**, and/or **Yes, Métis**, and/or **Yes, Inuk (Inuit)** if you who meet the following two conditions:

- Have ancestors who resided in North America prior to European contact; and
- Identify with one or more of the three Indigenous groups listed on the questionnaire.

If you identify as Indigenous but not Indigenous to Canada (for example, Ainu, Sámi, or Māori), respond **No**. If you consider yourself to be East Indian or Asian Indian, or if you have ethnic roots on the subcontinent of India, respond **No**. If you consider yourself as Métis in the context of mixed ancestry but you do not have North American Aboriginal ancestry, (for example, if you are from Africa, the Caribbean, or South America), respond **No**.

Status Indian (Registered or Treaty)

Registered or **Treaty Indians** are sometimes also called **Status Indians**. Registered Indians are persons who are registered under the Indian Act of Canada. Treaty Indians are persons who belong to a First Nation or Indian band that signed a treaty with the Crown.

Select **Yes, Status Indian (Registered or Treaty)** if you:

- Are a Registered Indian under the Indian Act;
- Are a Treaty Indian, only if you are a Registered Indian under the Indian Act;
- Have become registered since June 1985, when Bill C 31 changed the Indian Act; or
- Have become registered since April 2010, when Bill C 3 changed the Indian Act.

Two-spirit identity

Two-Spirit refers to an Indigenous person who identifies as having both a masculine and feminine

spirit and is used by some Indigenous (First Nations, Métis, Inuit) people to describe their sexual, gender and/or spiritual identity. The term reflects complex Indigenous understandings of gender roles, spirituality, and the long history of sexual and gender diversity in Indigenous cultures. Two-Spirit is an umbrella term, and Nations can vary in how they conceptualize gender and sexual diversity. This can also include Nation-specific terms. Select **Yes** if your gender identity is Two-Spirit. Select **No** if your gender identity is exclusively a man or a woman, or you do not identify as Two-Spirit or other similar identities.

Section 2: Ancestry

Genealogy refers to the line of descent traced continuously from an ancestor to a person through their parents, grandparents, great grandparents, and onwards as far back as possible.

An **ancestor** is usually more distant than a grandparent. Other than Indigenous persons, most people can trace their origins to their ancestors who first came to this continent.

Section 5: Citizenship and Immigration Status

Citizenship status

If you were born outside Canada and, if, at the time of your birth, at least one of your parents was a Canadian citizen, select **Yes, a Canadian citizen by birth**. If you have ever been a landed immigrant (permanent resident) and have been granted Canadian citizenship, select **Yes, a Canadian citizen by naturalization**. If you were born outside Canada and are not a Canadian citizen, select **No, not a Canadian citizen**.

Naturalization is the formal process by which a person who is not a Canadian citizen can become a Canadian citizen. The person must usually become a permanent resident/landed immigrant first.

Immigration status

Landed immigrants or permanent residents are persons who have been granted the right to live in Canada permanently by immigration authorities. They have legally immigrated to Canada but are not yet Canadian citizens. If you are a Canadian citizen by naturalization or are a permanent resident under the Immigration Act, select **Yes**. If you are a Canadian citizen by birth, a foreign student, a foreign worker, or a refugee claimant, select **No**.

Year of immigration refers to the year in which you first obtained landed immigrant or permanent resident status.

Year of arrival refers to the year in which you first arrived in Canada to live. Year of arrival applies to immigrants and to non-permanent residents.

Section 6: Language

Language first learned at home/Mother tongue

Mother tongue refers to the first language you learned at home in childhood and still understand at the time of the survey.

If you no longer understand the first language learned, the mother tongue is the second language learned.

If you learned more than one language at the same time in early childhood, the mother tongue is the language you spoke most often at home before starting school. You have more than one mother tongue only if you learned these languages at the same time, and still understand them.

For a child who has not yet learned to speak, the mother tongue is the language spoken most often to this child at home. A child who has not yet learned to speak has more than one mother tongue only if these languages are spoken to them equally often so that the child learns these languages at the same time.

Knowledge of official languages

Select **English**, **French**, or **Both English and French** only if you can carry on a conversation of some length on various topics in one or both languages.

We define "well enough" the same as "adequate knowledge" as defined by the Citizenship Act. That is, having a Level 4 speaking and listening ability. To measure your ability, we use the Canadian Language Benchmarks (CLB) or Niveaux de compétence linguistique canadien (NCLC). This level means you can, in English or French: understand simple questions, directions, and instructions; use basic grammar, including tenses and simple structures; and show that you know enough common words and phrases to express yourself, answer questions, and take part in short, everyday conversations about common topics.

Section 7: Religion and Spirituality

Report the specific denomination or religion with which you identify, even if you are not currently a practising member of that group. If you are a member of a specific group within a larger religion, report the name of the specific group. If you have no religious affiliation, you may either select **No religion or spirituality** or you may specify another response.

Section 8: Racial Identity

This question refers to visible indicators of your racial identity. For persons who belong to more than one population group, select all that apply. If you are an Indigenous person from a region other than Canada (for example, Sámi, Navajo, Māori), you may optionally specify this.

Section 10: Gender and Sex

Gender

Select **Non-Binary** if your gender identity is not exclusively a man or a woman or if you identify as an additional gender category/identity.

Man/boy and **Woman/girl** refers to an individual who self-identifies as a man/boy or woman/girl based on elements of importance to the individual, which may include gender identity, physiology, gender roles, behaviour, and expression. This includes cisgender and transgender persons who self-identify as a man/boy or woman/girl.

Non-Binary person refers to an individual who self-identifies as non-binary (that is, not exclusively man or woman). Some individuals self-identify as non-binary, while others use terms such as genderfluid, genderqueer, or agender.

Sex

Sex at birth refers to what was stated on original birth certificate and may differ from gender, gender identity, and/or gender expression.

Female refers to a category of sex, usually assigned at birth, typically associated with XX chromosome, gene expression, hormone levels and function, and reproductive/sexual anatomy (for example, vulva, vagina, uterus).

Intersex/Indeterminate refers to a category of sex associated with reproductive or sexual anatomy that is outside the common range of variance assigned as male or female. It may be related to genitalia, secondary sex characteristics, chromosomal make-up, hormonal receptivity, and may not be identified at birth.

Male refers to a category of sex, usually assigned at birth, typically associated with XY chromosome, gene expression, hormone levels and function, and reproductive/sexual anatomy (for example, penis, testes).

Gender identity

Select **Cisgender** if your gender matches your sex at birth. Select **Intergender or ipso gender** if there is some uncertainty whether your gender matches your sex at birth, for example, if you are intersex. Select **Transgender** if your gender identity differs from your sex at birth.

Transgender is an umbrella term that describes a wide range of people whose gender identity differs from their sex assigned at birth.

Section 11: Sexual Orientation

Select **Asexual** if you have a low or no attraction to other people. Select **Bisexual** or pansexual if you are attracted to your own sex or gender as well as another sex or gender, or if you are attracted to multiple genders. Select **Gay or lesbian** if you are attracted to people of your own sex or gender. Select **Heterosexual** if you are attracted to people of another sex or gender.

Asexual refers to people with low or no attraction to other people. This may include (but is not limited to) people who identify as cupiosexual, greyromantic/greysexual, sex-averse, or sex-indifferent.

Bisexual or pansexual refers to people attracted to both their own and another sex or gender. This may include (but is not limited to) people who identify as bisexual, heteroflexible/homoflexible, multisexual, omnisexual, pansexual, or polysexual.

Gay or lesbian refers to people attracted to their own sex or gender.

Heterosexual refers to people attracted to people of another sex or gender.

Section 12: Marital Status

Marital status

Select **Never legally married** if you have never legally married. Select **Separated, but still legally married** if you are married but no longer living with your spouse and have not obtained a divorce. Select **Divorced** if you have obtained a legal divorce and have not remarried. Select **Widowed** if you have lost your married spouse through death and have not remarried. All of these categories include those who have a common-law partner.

Common-law refers to two people who live together as a couple but who are not married, regardless of the duration of the relationship.

Section 13: Education

Do not include any training certificates from an employer unless they correspond to certificates or diplomas recognized by ministries of education. Do not include informal learning experiences, including traditional or cultural learning.

Examples of high school equivalency certificates are General Educational Development (GED) and Adult Basic Education (ABE).

Section 14: Personal Income

Total personal income refers to your income as a single. Include income before income taxes and deductions from work, investments, pensions, or government payments; do not include capital gains. If you had no income in 2022, select **Less than \$40,000, including income loss**. Report income obtained from outside Canada in equivalent Canadian dollars.

Section 15: Family Income

Economic family refers to a group of two or more persons who live in the same dwelling and are related to each other by blood, marriage, common-law union, adoption, or a foster relationship. Include income before income taxes and deductions from work, investments, pensions, or government payments; do not include capital gains. For single-earner families, select **Same as total personal income**. If you had no family income in 2022, select **Less than \$75,000, including income loss**. Report income obtained from outside Canada in equivalent Canadian dollars.

Section 16: Disability

Disability refers to whether you are limited in your daily activities according to a prescribed level of difficulty with particular tasks due to a long-term condition or health problem lasting for six months or more.

Barriers may include attitudes, architecture, communications, sensory information, systems, or technology.

Day-to-day activities include seeing, hearing, walking, using stairs, using hands or fingers, or learning, remembering, or concentrating.

Appendix 3: Sampling by Community Health Service Areas

Table 1: Number of Households Sampled by Community Health Service Areas (CHSA)

CHSA NUMBER	CHSA NAME	2021 CENSUS HOUSEHOLDS	SAMPLED HOUSEHOLDS	% OF HOUSEHOLDS SAMPLED ¹²	% POPULATION INDIGENOUS	% POPULATION RACIALIZED
1110	Fernie	7,265	3,393	47%	7.7%	4.9%
1120	Cranbrook	11,420	3,806	33%	10.1%	5.5%
1130	Kimberley	4,350	2,269	52%	6.5%	2.9%
1140	Windermere	5,225	2,101	40%	7.9%	5.4%
1150	Creston	5,865	3,611	62%	8.9%	3.2%
1160	Golden	3,225	1,500	47%	7.7%	6.4%
1210	Kootenay Lake	1,765	559	32%	5.4%	1.5%
1220	Nelson	12,020	5,129	43%	5.9%	5.8%
1230	Castlegar	6,135	3,659	60%	6.5%	5.2%
1240	Arrow Lakes	2,290	1,044	46%	6.6%	3.1%
1250	Trail	8,985	4,239	47%	7.1%	4.4%
1260	Grand Forks	4,095	2,234	55%	5.6%	3.9%
1270	Kettle Valley	2,115	892	42%	5.6%	3.6%
1310	Southern Okanagan	9,725	4,731	49%	6.1%	12.5%
1320	Penticton	20,860	6,953	33%	7.8%	8.0%
1330	Keremeos	2,655	1,676	63%	13.9%	8.3%
1340	Princeton	2,445	1,244	51%	11.2%	5.0%
1350	Armstrong/Spallumcheen	4,255	2,730	64%	6.5%	2.4%
1361	Vernon Centre/Coldstream	24,795	8,265	33%	6.7%	7.3%
1362	North Okanagan/Lumby	6,390	3,379	53%	11.6%	3.5%
1371	Central Okanagan Rural	4,780	2,413	50%	6.3%	3.7%
1372	West Kelowna	18,995	7,646	40%	7.6%	6.6%
1373	Lake Country	6,205	3,196	52%	6.2%	6.4%
1374	Glenmore	16,745	6,436	38%	6.0%	12.2%
1375	Downtown Kelowna	23,105	9,043	39%	5.4%	11.9%
1376	Rutland	14,690	6,729	46%	7.4%	19.5%
1377	Okanagan Mission	9,820	4,091	42%	3.3%	10.7%
1380	Summerland	5,295	2,932	55%	5.2%	5.9%
1390	Enderby	3,385	2,047	60%	11.5%	2.2%
1410	Revelstoke	3,580	1,559	44%	4.9%	6.5%
1420	Salmon Arm	15,965	6,969	44%	8.4%	4.0%
1431	Kamloops Centre North	19,390	6,463	33%	14.3%	8.4%
1432	Kamloops Centre South	22,230	8,999	40%	8.3%	12.5%
1433	Lower Thompson	10,320	4,619	45%	12.6%	3.1%
1440	100 Mile House	6,955	3,458	50%	10.6%	2.7%
1450	North Thompson	1,875	1,149	61%	12.4%	3.7%
1461	West Cariboo	1,035	619	60%	51.5%	2.4%
1462	Williams Lake/East Cariboo	9,615	3,205	33%	22.4%	5.5%
1470	Lillooet	1,960	789	40%	40.7%	3.1%
1480	South Cariboo	2,840	1,417	50%	34.3%	3.0%
1490	Merritt	4,560	2,886	63%	30.7%	6.3%
2110	Hope	3,780	2,894	77%	17.5%	7.1%
2121	South Chilliwack	22,580	8,748	39%	7.2%	10.7%
2122	North Chilliwack	18,310	6,103	33%	11.2%	11.3%

¹² Households sampled can be larger than 100% because there are more households in 2023 than in the 2021 Census.

CHSA NUMBER	CHSA NAME	2021 CENSUS HOUSEHOLDS	SAMPLED HOUSEHOLDS	% OF HOUSEHOLDS SAMPLED ¹²	% POPULATION INDIGENOUS	% POPULATION RACIALIZED
2131	Central Abbotsford	10,970	5,261	48%	7.5%	24.6%
2132	East Abbotsford	12,980	4,917	38%	5.8%	20.3%
2133	West Abbotsford	21,145	19,177	91%	3.1%	59.5%
2134	Abbotsford Rural	8,260	7,764	94%	4.3%	38.4%
2141	South Mission	9,925	3,889	39%	9.0%	17.1%
2142	North Mission	6,075	3,561	59%	9.4%	17.5%
2150	Agassiz/Harrison	4,140	2,399	58%	20.7%	6.5%
2210	New Westminster	36,100	34,097	94%	3.1%	46.8%
2221	Burnaby Northwest	23,505	21,788	93%	1.8%	61.3%
2222	Burnaby Northeast	18,855	18,070	96%	2.4%	55.6%
2223	Burnaby Southwest	35,655	33,720	95%	1.3%	74.5%
2224	Burnaby Southeast	23,120	21,635	94%	1.5%	73.6%
2231	Haney	13,730	6,188	45%	4.5%	21.4%
2232	Pitt Meadows	7,470	3,538	47%	5.1%	23.8%
2233	Maple Ridge Rural	19,390	7,327	38%	4.8%	21.7%
2241	North Coquitlam	15,450	14,343	93%	1.5%	63.0%
2242	Southwest Coquitlam	29,480	28,673	97%	2.0%	55.2%
2243	Southeast Coquitlam	11,090	10,099	91%	2.8%	49.3%
2244	Port Coquitlam	22,885	21,976	96%	3.0%	39.7%
2245	Port Moody/Anmore/Belcarra	14,115	14,240	101%	3.2%	31.9%
2311	City of Langley	12,595	5,698	45%	5.7%	24.7%
2312	Walnut Grove/Fort Langley	10,720	4,165	39%	4.0%	20.7%
2313	Willoughby	15,040	16,150	107%	3.0%	45.6%
2314	Brookwood/Murrayville	8,555	3,912	46%	4.6%	13.1%
2315	Aldergrove/Otter	4,970	2,871	58%	5.4%	19.9%
2316	North Langley Township	4,650	2,158	46%	3.9%	15.0%
2317	South Langley Township	3,325	1,462	44%	4.8%	17.3%
2321	North Delta	19,020	16,909	89%	2.6%	62.9%
2322	Ladner	9,815	4,111	42%	3.7%	27.1%
2323	Tsawwassen	10,155	4,009	39%	4.1%	19.1%
2331	Whalley	15,705	12,978	83%	2.1%	80.5%
2332	North Surrey	23,015	22,028	96%	3.1%	73.6%
2333	Cloverdale	26,405	23,869	90%	3.4%	44.4%
2334	Panorama	15,210	12,870	85%	1.3%	77.9%
2335	East Newton	19,470	15,319	79%	1.8%	82.6%
2336	Fleetwood	18,115	15,564	86%	1.6%	75.6%
2337	Guildford	21,805	20,471	94%	2.3%	69.2%
2338	West Newton	12,100	9,139	76%	1.7%	87.9%
2341	South Surrey	33,920	34,124	101%	1.9%	38.1%
2342	White Rock	10,735	4,138	39%	3.1%	23.7%
3111	Richmond City Centre	29,100	28,407	98%	0.5%	87.8%
3112	Blundell	6,110	5,901	97%	0.9%	83.5%
3113	Broadmoor	8,010	7,762	97%	0.7%	81.7%
3114	Thompson/Seafair	11,465	11,055	96%	1.0%	76.1%
3115	Steveston	9,430	9,474	100%	1.0%	57.2%
3116	East and West Cambie/Bridgeport	9,425	9,064	96%	0.6%	90.6%
3117	Gilmore/Shellmont/East/Hamilton	7,545	6,928	92%	0.9%	74.5%
3211	Downtown Vancouver	27,415	26,790	98%	1.4%	51.6%
3212	West End	30,655	30,046	98%	2.8%	33.3%
3213	Fairview	19,325	5,412	28%	2.0%	29.5%

CHSA NUMBER	CHSA NAME	2021 CENSUS HOUSEHOLDS	SAMPLED HOUSEHOLDS	% OF HOUSEHOLDS SAMPLED ¹²	% POPULATION INDIGENOUS	% POPULATION RACIALIZED
3221	Downtown Eastside	10,830	13,353	123%	9.3%	39.7%
3222	Northeast False Creek	7,405	7,487	101%	1.8%	50.5%
3223	Grandview-Woodland	14,935	5,259	35%	7.7%	29.6%
3231	Cedar Cottage	7,260	6,190	85%	2.3%	53.4%
3232	Hastings-Sunrise	13,770	11,000	80%	2.8%	60.2%
3233	Renfrew-Collingwood	20,380	17,064	84%	1.6%	79.9%
3241	Shaughnessy/Arbutus Ridge/Kerrisdale	15,680	15,200	97%	0.8%	60.5%
3242	West Point Grey/Dunbar-Southlands	13,450	12,397	92%	3.4%	43.6%
3243	University of British Columbia	7,545	9,091	120%	1.0%	67.8%
3244	Kitsilano	23,220	6,502	28%	1.6%	23.8%
3251	Kensington	12,230	9,669	79%	1.7%	68.8%
3252	Mount Pleasant	20,795	20,247	97%	3.2%	35.5%
3253	South Cambie/Riley Park	14,205	12,888	91%	2.1%	48.3%
3261	Killarney	12,905	12,186	94%	1.7%	70.6%
3262	Oakridge/Marpole	18,060	17,185	95%	1.2%	74.1%
3263	Sunset	12,590	9,651	77%	1.5%	83.4%
3264	Victoria-Fraserview	10,780	8,801	82%	1.2%	85.7%
3311	North Vancouver City - East	8,080	2,965	37%	2.4%	29.9%
3312	North Vancouver City - West	19,375	18,762	97%	3.1%	39.1%
3313	North Vancouver DM - Central	11,120	3,902	35%	1.7%	27.6%
3314	North Vancouver DM - East	11,395	4,084	36%	3.8%	22.7%
3315	North Vancouver DM - West	11,360	10,736	95%	1.1%	35.9%
3321	West Vancouver - Lower	9,300	9,157	98%	6.4%	38.6%
3322	West Vancouver - Upper	9,720	9,411	97%	0.8%	45.7%
3323	Bowen Island/Lions Bay	2,270	771	34%	2.4%	7.8%
3331	Gibsons	3,890	1,984	51%	5.9%	9.5%
3332	Sechelt	5,440	2,589	48%	8.8%	11.4%
3333	Sunshine Coast Rural	5,605	2,279	41%	6.6%	6.6%
3341	Powell River City	6,405	3,396	53%	6.1%	6.1%
3342	qathet Rural	3,360	1,675	50%	13.8%	3.0%
3351	Squamish	9,310	2,873	31%	5.4%	15.0%
3352	Whistler	5,600	1,579	28%	1.1%	12.8%
3353	Howe Sound Rural	3,145	1,243	40%	23.0%	5.4%
3360	Bella Coola Valley	1,170	567	48%	57.3%	1.5%
3370	Central Coast	580	317	55%	85.5%	1.0%
4111	Downtown Victoria/Vic West	19,420	6,958	36%	6.1%	20.6%
4112	James Bay/Fairfield	18,290	6,097	33%	4.1%	11.1%
4113	Oaklands/Fernwood	11,515	4,495	39%	4.4%	19.6%
4114	Oak Bay	7,810	2,815	36%	2.0%	12.8%
4115	Gordon Head/Shelbourne	15,705	8,002	51%	2.8%	30.0%
4116	Quadra/Swan Lake	11,225	4,299	38%	4.2%	24.5%
4117	Interurban/Tillicum	11,815	4,695	40%	4.4%	22.6%
4118	View Royal	5,080	2,293	45%	5.9%	17.1%
4119	Esquimalt	9,540	4,361	46%	7.9%	13.2%
4121	Colwood	7,430	3,671	49%	4.9%	10.6%
4122	Metchosin	1,935	884	46%	7.3%	4.0%
4123	Langford/Highlands	19,975	7,416	37%	5.7%	16.0%
4124	Sooke	6,985	3,879	56%	7.5%	4.8%

CHSA NUMBER	CHSA NAME	2021 CENSUS HOUSEHOLDS	SAMPLED HOUSEHOLDS	% OF HOUSEHOLDS SAMPLED ¹²	% POPULATION INDIGENOUS	% POPULATION RACIALIZED
4125	Juan de Fuca Coast	1,480	785	53%	10.6%	4.2%
4131	Royal Oak/Cordova Bay/Prospect	9,300	3,660	39%	2.6%	19.6%
4132	Central Saanich	8,285	3,757	45%	9.4%	7.6%
4133	North Saanich	5,135	1,994	39%	5.5%	6.3%
4134	Sidney	5,980	2,788	47%	3.4%	8.9%
4141	Salt Spring Island	5,120	2,500	49%	3.7%	5.9%
4142	Pender/Galiano/Saturna/Mayne	3,180	1,099	35%	3.8%	3.7%
4211	South Cowichan	7,460	3,607	48%	6.3%	4.0%
4212	Central Cowichan	17,870	7,723	43%	15.2%	7.4%
4220	Cowichan Valley West	3,020	1,335	44%	11.8%	3.1%
4231	Ladysmith	3,930	1,898	48%	7.1%	5.4%
4232	Ladysmith Rural	1,510	858	57%	27.9%	1.8%
4233	Chemainus	3,125	1,551	50%	5.9%	4.1%
4234	Penelakut and Thetis Islands	370	185	50%	59.8%	1.7%
4241	Downtown Nanaimo	10,590	5,349	51%	10.2%	13.2%
4242	Departure Bay	11,820	5,521	47%	8.0%	12.3%
4243	Nanaimo North/Lantzville	13,825	5,612	41%	5.6%	15.6%
4244	Nanaimo South	6,755	4,109	61%	15.4%	11.4%
4245	Nanaimo West/Rural	3,230	1,779	55%	7.4%	7.7%
4246	Cedar/Wellington	3,125	1,773	57%	7.8%	3.5%
4247	Gabriola Island	2,375	1,079	45%	3.6%	1.4%
4251	Parksville	7,140	3,629	51%	4.0%	5.7%
4252	Qualicum Beach	4,435	1,988	45%	3.2%	3.3%
4253	Oceanside Rural	12,270	4,927	40%	5.2%	3.4%
4261	Port Alberni	9,990	3,330	33%	18.1%	5.4%
4262	Alberni Valley/Bamfield	2,120	1,187	56%	12.0%	1.6%
4263	West Coast	2,505	1,128	45%	30.2%	5.3%
4311	Comox	9,770	4,183	43%	7.4%	4.3%
4312	Comox Valley Rural	9,300	4,049	44%	7.0%	3.6%
4313	Courtenay	12,865	5,958	46%	7.5%	8.4%
4321	Campbell River	15,690	5,230	33%	13.2%	5.7%
4322	Campbell River Rural	4,475	1,886	42%	8.3%	2.7%
4330	Vancouver Island West	975	410	42%	27.6%	2.5%
4341	Port Hardy/Port Alice	2,855	1,697	59%	29.9%	5.3%
4342	Port McNeill/Sointula	1,370	682	50%	13.4%	5.1%
4343	Vancouver Island North Remote	745	419	56%	62.8%	1.0%
5101	Haida Gwaii South	1,075	547	51%	38.7%	5.2%
5102	Haida Gwaii North	925	527	57%	50.3%	3.4%
5110	Snow Country	375	110	29%	9.6%	0.0%
5121	Prince Rupert City Centre	5,075	3,193	63%	37.3%	15.3%
5122	Prince Rupert Rural	440	325	74%	73.4%	0.0%
5130	Upper Skeena	1,495	1,079	72%	71.2%	2.4%
5141	Smithers Town Centre	2,625	1,315	50%	10.4%	8.7%
5142	Smithers Rural	2,770	1,466	53%	16.0%	1.7%
5143	Houston	1,435	845	59%	16.2%	5.7%
5150	Kitimat	3,935	2,373	60%	23.5%	7.5%
5160	Stikine	480	225	47%	38.4%	4.0%
5171	Terrace City Centre	4,980	2,890	58%	24.1%	10.3%
5172	Terrace Rural	3,425	2,279	67%	34.2%	2.2%
5180	Nisga'a	570	535	94%	93.0%	1.1%

CHSA NUMBER	CHSA NAME	2021 CENSUS HOUSEHOLDS	SAMPLED HOUSEHOLDS	% OF HOUSEHOLDS SAMPLED ¹²	% POPULATION INDIGENOUS	% POPULATION RACIALIZED
5190	Telegraph Creek	210	146	70%	88.1%	0.0%
5211	Quesnel City Centre	4,550	2,868	63%	13.5%	7.2%
5212	Quesnel Rural	5,655	3,460	61%	14.6%	2.1%
5221	Burns Lake Town Centre	840	549	65%	42.8%	4.0%
5222	Burns Lake South	650	271	42%	13.9%	3.5%
5223	Burns Lake North	980	563	57%	28.1%	2.2%
5231	Vanderhoof	1,785	839	47%	11.2%	7.1%
5232	Vanderhoof Rural	1,490	720	48%	17.9%	1.6%
5233	Fort St. James North	1,725	984	57%	47.6%	3.5%
5234	Fraser Lake	1,310	675	52%	25.3%	2.3%
5241	Prince George City - North	7,015	3,875	55%	13.6%	3.7%
5242	Prince George City - Central	18,435	6,145	33%	18.3%	13.9%
5243	Prince George City - Southwest	6,380	3,141	49%	10.1%	14.3%
5244	Prince George Southwest Rural	3,115	1,737	56%	12.1%	3.1%
5245	Prince George North Fraser Rural	2,240	1,216	54%	12.3%	2.7%
5246	McBride/Valemount	1,465	501	34%	10.6%	6.3%
5247	Mackenzie	1,795	938	52%	19.1%	4.8%
5311	Dawson Creek	5,410	3,182	59%	15.2%	13.5%
5312	Chetwynd	985	597	61%	27.2%	11.5%
5313	Tumbler Ridge	1,090	559	51%	14.6%	7.9%
5314	Peace River South Rural	3,400	1,654	49%	17.2%	1.1%
5321	Fort St John	8,735	4,449	51%	13.0%	16.3%
5322	Hudson's Hope	375	183	49%	9.5%	3.8%
5323	Peace River North Rural	4,680	1,778	38%	13.6%	1.8%
5331	Fort Nelson Population Centre	1,310	695	53%	26.0%	9.2%
5332	Northern Boreal	670	306	46%	47.9%	3.4%
Total	British Columbia	2,041,820	1,315,000	64%	5.9%	34.4%

Appendix 4: Invitation Letter



Help fill gaps in
BC government services.

OCCUPANT

<<Address Line 1>>

<<Address Line 2>>

<<City>> <<Prov>> <<PC>>

Visit bcstats.apps.gov.bc.ca

Household Code

<<code>>

BC Stats invites you to take the BC Demographic Survey

Your household was randomly selected to receive an invitation to the BC Demographic survey. Any resident of British Columbia who is aged 13 or over can participate. Parents or guardians may complete the survey for those under 13 years of age. If you have already completed this voluntary survey, you do not need to complete it again.

This survey includes questions related to ethnicity, gender, income, and other areas of identity.

All survey responses will be kept confidential.

You can help address systemic racism and improve public services for everyone

Everyone deserves access to strong public services.

We have heard from many Indigenous and racialized people that they are being left behind because government services weren't designed with them in mind. With your help, BC Stats and the Province of British Columbia want to change that.

We can only fix what we can see

To address systemic racism, we need to be able to identify where it's happening. To do that we need to know more about who is using services in BC, and how those services are working for people.

However, we also recognize and respect people's right to privacy – especially about their identity.

That's why we're asking people to fill out the voluntary BC Demographic Survey, rather than conducting a mandatory census or asking for this information when people access services.

By choosing to take the survey you'll be doing your part to help identify systemic racism in public services so we can deliver stronger, more accessible, and more inclusive programs and services for everyone.

How to take the survey

1. Scan the QR code

Open the camera on your mobile device and point it at the QR code to access the survey.



OR

2. Visit bcstats.apps.gov.bc.ca and enter your Household Code <<code>>

OR

If you need help taking the survey, call
1-833-376-2452 toll free
Monday to Friday 9 am to 7 pm
Saturday 9 am to 6 pm

The survey will take about **15 minutes** for each household member who participates.

The survey is open until **Sunday, October 15, 2023**.

We've changed our logo to acknowledge that there are gaps in government services. The **BC Demographic Survey** will help us identify inequities and address systemic racism.





Help fill gaps in
BC government services.

Indigenous data sovereignty

This survey was developed and is being delivered in line with the *Declaration on the Rights of Indigenous Peoples Act*, including the rights of Indigenous Peoples to define themselves and ownership of their data.

Information security and confidentiality

Your information will be collected, protected and kept confidential by BC Stats, the province's statistics agency.

The information you provide will be collected under British Columbia's *Anti-Racism Data Act* and the *Statistics Act*. BC's *Statistics Act* requires that all information collected be kept confidential. All BC Stats employees have taken an oath of secrecy. The confidentiality of your survey response is your right and safeguarded by BC Stats.

The information we collect from the survey will be connected to existing information so we can identify services where people are experiencing barriers or not receiving equitable access.

To learn more about data safety, visit antiracism.gov.bc.ca/data-act#safety

Thank you

Thank you for taking time to participate in this important initiative. By taking the survey, you are helping to address racism and create a more inclusive province.

Mable Elmore

Parliamentary Secretary for
Anti-Racism Initiatives



Hayden Lansdell

Assistant Deputy Minister and Director of
Statistics, BC Stats, Ministry of Citizens' Services

Available in 15 languages

at antiracism.gov.bc.ca

عربی | 繁體中文 | 简体中文 | English
فارسی | Français | हिंदी | 日本語 | 한국어
Português | ਪੰਜਾਬੀ | Español | Tagalog
اردو | Tiếng Việt

For more information

About the *Anti-Racism Data Act*:
antiracism.gov.bc.ca/data-act

Spread the word!

The survey is open to people in British Columbia aged 13 or over. Encourage your friends and family to do their part to identify systemic racism by sharing the link below.

Together we can make government services more accessible and inclusive for everyone.

antiracism.gov.bc.ca

We've changed our logo to acknowledge that there are gaps in government services.
The **BC Demographic Survey** will help us identify inequities and address systemic racism.



Appendix 5: Margin of Error Examples

Table 2 below provides the margin of error for different sample sizes (using the Wald interval) to assist the reader. It is important to note that these margins of error are provided for example only as they assume the sampling distribution of the proportion estimate in question has a normal distribution. For small sample sizes the assumption that the estimator distribution is normal is often not the case. This means the confidence level is less than the 95% confidence level indicated. In this case confidence intervals need to be produced with more complex methods, such as a Wilson Interval.

The margin of error for a sample size of 12,500 is at most $\pm 0.9\%$, 19 times out of 20, using the Wald interval. This means that a reader can say that they are 95% confident that the true value lies somewhere within an interval range of 1.8%.

For example, for the 32,090 respondents identifying as Chinese, if 48% identify as a man/boy the reader can assume the true value lies between 47.5% and 48.5%, using a $\pm 0.5\%$ margin of error. See Table 3 for the number of completed and partially completed surveys by racial and Indigenous identities.

It is important to note that the margin of error will increase as the number of respondents providing a valid response gets smaller. For example, for the 2,705 respondents identifying as African or Caribbean, if 48% identify as a man/boy, the reader can assume the true value lies between approximately 46% and 50%, using a $\pm 2.0\%$ margin of error.

The margin of error will decrease as the estimate in question moves further away from 50%. For example, if 20% of those identifying as African or Caribbean were men, the margin of error would be smaller at $\pm 1.5\%$.

Table 2: Margin of Error for Selected Proportions and Different Sample Sizes

SAMPLE PROPORTION	SAMPLE SIZE (N) AND MARGIN OF ERROR (\pm) USING A 95% LEVEL OF CONFIDENCE											
	10	50	100	500	1,000	2,000	2,500	5,000	7,500	12,500	32,000	50,000
10%	18.6%	8.3%	5.9%	2.6%	1.9%	1.3%	1.2%	0.8%	0.7%	0.5%	0.3%	0.3%
20%	24.8%	11.1%	7.8%	3.5%	2.5%	1.8%	1.6%	1.1%	0.9%	0.7%	0.4%	0.4%
30%	28.4%	12.7%	9.0%	4.0%	2.8%	2.0%	1.8%	1.3%	1.0%	0.8%	0.5%	0.4%
40%	30.4%	13.6%	9.6%	4.3%	3.0%	2.1%	1.9%	1.4%	1.1%	0.9%	0.5%	0.4%
50%	31.0%	13.9%	9.8%	4.4%	3.1%	2.2%	2.0%	1.4%	1.1%	0.9%	0.5%	0.4%
60%	30.4%	13.6%	9.6%	4.3%	3.0%	2.1%	1.9%	1.4%	1.1%	0.9%	0.5%	0.4%
70%	28.4%	12.7%	9.0%	4.0%	2.8%	2.0%	1.8%	1.3%	1.0%	0.8%	0.5%	0.4%
80%	24.8%	11.1%	7.8%	3.5%	2.5%	1.8%	1.6%	1.1%	0.9%	0.7%	0.4%	0.4%
90%	18.6%	8.3%	5.9%	2.6%	1.9%	1.3%	1.2%	0.8%	0.7%	0.5%	0.3%	0.3%

Table 3: Number of Completed and Partially Completed Surveys by Racial and Indigenous Identities

RACIAL OR INDIGENOUS IDENTITY	SAMPLE SIZE¹³
African or Caribbean	2,705
Arab	1,180
Chinese	32,0850
Filipino	6,880
First Nations	4,240
Inuk (Inuit)	100
Japanese	2,345
Korean	3,770
Latin American	5,540
Métis	2,745
Multiple racial identities	4,040
Non-racialized	104,645
Racialized, n.i.e.¹⁴	65
South Asian	12,510
Southeast Asian	5,200
West/Central Asian	3,865
Total	191,915

¹³ To protect confidentiality, numbers are rounded to multiples of five.

¹⁴ Not included elsewhere.

Appendix 6: BC Demographic Survey Community Grant Recipients

To help promote the BC Demographic Survey, we provided grants of up to \$2,500 to 80 community organizations across the province to support outreach and activities including:

- Face-to-face outreach on the survey to create awareness with hard-to-reach communities
- Tools for people to complete the survey, such as a tablet
- Newsletter or other communications, meetings/events and social media outreach
- Use of government-issued BC Demographic Survey amplification kits

Table 4: List of 80 organizations who received grants to promote the BC Demographic Survey

COMMUNITY	ORGANIZATION
Burnaby	Burnaby Family Life
	Culture Chats BC Association
	Greater Vancouver Japanese Canadian Citizens' Association
	Korean Evergreen Seniors Society of Canada
Campbell River	North Island Métis Association
Castlegar	Kootenay Family Place Society for Children and Youth
Colwood	Bangladesh Canada Cultural Association in Victoria (BCCAV)
Coquitlam	Kurdish Canadian Society
	Skyrise Media Society
Dawson Creek	Nikihk Management and Community Development Society
Delta	Sher Vancouver LGBTQ Friends Society
Invermere	Columbia Basin Alliance for Literacy
Kamloops	Kamloops-Cariboo Regional Immigrants Society/Kamloops Immigrant Services
Kelly Lake	Kelly Lake First Nations Society

Kelowna	Kelowna Community Resources Society
Langley	Africa-Canada Education Foundation
	Greater Langley Chamber of Commerce
Maple Ridge	Fraser River Indigenous Society
Mission	Long-term Inmates Now in the Community (L.I.N.C)
Nanaimo	Central Vancouver Island Multicultural Society
	Risebridge
North Vancouver	African Canadian Nursecare Association of BC
	Capilano Students' Union Association
	Foundation for a Path Forward
	Impact North Shore
Penticton	Penticton and District Multicultural Society (PDMS)/South Okanagan Immigrant and Community Services
Port Alberni	Literacy Alberni Society
Port Moody	CD Peace Foundation Canada
Quesnel	?Esdilagh First Nation
Richmond	HaiPai Painting and Calligraphy Society
	Richmond Multicultural Community Services Society
	Somali Women Empowerment Society
	Stop Anti-Asian Hate Crimes Advocacy Group Association of Canada
	The Richmond Jewish Day School Society of British Columbia
Surrey	African Methodist Episcopal Church Fountain Chapel

African Stages Association of BC

African Women Empowerment Society

Babul Ilm Education Society

DIVERSEcity Community Resources Society

Edo Friends of British Columbia Association

Folk Star Arts Academy Society

Golden Eagle Health & Care Services Society

Great Light Healing Community Services Society

Lead Disability Inclusive Society

Love Family Christian Assembly

Moving Forward Family Services

New Vision Music Society

Nuru Training Association

Progressive Intercultural Community Services Society

Salt City Advocacy Society

South Asian Legal Clinic of British Columbia

Sure Word Ministries

Surrey Board of Trade

The Canada Urdu Association

The Somali People's Association of British Columbia

Yoruba Social and Cultural Association of British Columbia

Terrace	Skeena Diversity Society
Vancouver	BC Coalition of Experiential Communities Association
	Canada Committee 100 Society
	Cassie And Friends
	Collingwood Neighbourhood House Society
	Crisis Intervention and Suicide Prevention Centre of British Columbia
	Engaged Communities Canada Society
	Greater Vancouver Association of the Deaf
	Great Lakes Networking Society of BC
	Latincouver Cultural and Business Society
	Multi-lingual Orientation Service Association for Immigrant Communities (M.O.S.A.I.C.)
	Pacific Canada Heritage Centre – Museum of Migration Society
	REACH Centre Association
	S.U.C.C.E.S.S. (known as United Chinese Community Enrichment Services Society)
	South Vancouver Neighbourhood House (SVNH)
	Third Bridge Foundation
	Vancouver International Bhangra Celebration Society
	Women Transforming Cities International Society
Vernon	Independent Living Vernon Society
Victoria	African Art & Cultural Community Contributor CCC Inc.

Bayanihan Cultural and Housing Society

Inter-Cultural Association of Greater Victoria

Victoria Korean Community Association

West Vancouver

Middlepeace Clinical Counselling Society



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