In Canada, measuring the LGBTQ2 (that is, Lesbian, Gay, Bisexual, Transgender, Queer, and Two-Spirit, the official acronym used by the Government of Canada) population has become a data imperative to enable evidence-based policy development in addressing social and economic inequities in this population group. Following on the development of the sex at birth and gender of person standards, a standard for sexual orientation is currently under development. Statistics Canada is working with members of LGBTQ2+ communities through qualitative testing and consultation, which will increase the relevance and accuracy of the data collected. This presentation will focus on the evolution of the sexual orientation question used by Statistics Canada and the process being undertaken to develop a statistical standard. It will also serve as an opportunity to learn about the challenges experienced by a national statistical office in collecting, analyzing and disseminating sexual orientation information.