



**Canadian Public Opinion Poll**

***Fight the Homophobia Web Virus***

File: 12717-016

May 15, 2013

## Canada

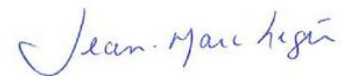
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We are proud to present you with this research report, which was produced under the stringent quality standards of our company and those of the Marketing Research and Intelligence Association (MRIA). We are confident that this report will address your concerns and we hope to have the privilege of serving you again in the near future.



Jean-Marc Léger  
President

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## CONTEXT AND OBJECTIVES





## CONTEXT AND OBJECTIVES

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*Fondation Émergence* commissioned Léger Marketing to poll Canadian public opinion and perception of homophobia on the Web.

### Methodology

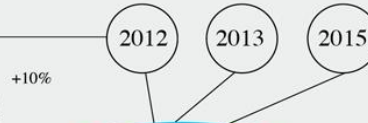
This study was conducted online from April 22 to April 24, 2013 with a random sample of 1,500 Canadians from *LegerWeb*'s panel. All respondents were 18 years of age and older and could speak French or English.

Using the latest census data from Statistics Canada, the results were weighted according to gender, age, region, mother tongue, children in the household, and level of education in order to obtain a sample representative of the entire adult population in Canada.

### Note to reader

- Since data presented in tables has been rounded up, column totals might differ from 100%.
- In graphics and tables presented, data in **bold blue** indicate a significantly **higher** proportion than that of other respondents. Inversely, data in **bold red** indicate a proportion significantly **lower** than that of other respondents.

2005	25%
2006	35%
2007	36%
2008	48%
2009	55%
2010	80%
2011	85%

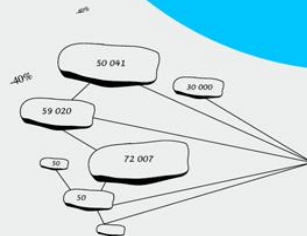


+10%

+10%

+40%

## DETAILED ANALYSIS OF RESULTS





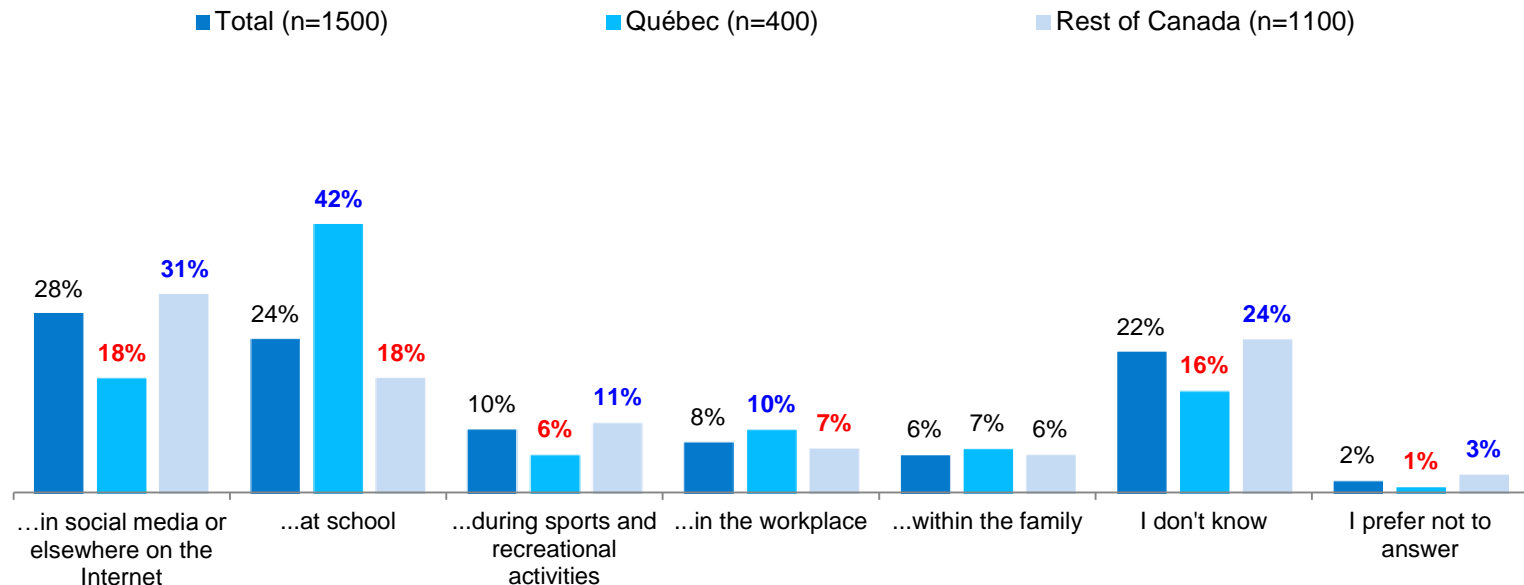
# 1. Homophobia In Daily Life and on the Web

## 1.1 Environments Conducive to Derogatory Attitudes and Behaviours towards Homosexuality

- According to more than a quarter (**28%**) of Canadians, it is on social media or elsewhere on the Internet that derogatory attitudes and behaviours are more common towards homosexual people or homosexuality in general.
  - This proportion is significantly higher among residents in the rest of Canada (31%).
- Moreover, a quarter (**24%**) of Canadians also consider schools as conducive environments for this type of phenomenon.
  - This proportion is significantly higher among residents of Québec (42%).
- The proportion of respondents who could not or did not want to answer is **24%**.

**QF2. In your opinion, in which of the following situations do derogatory attitudes and behaviours towards homosexual people or homosexuality in general occur MORE FREQUENTLY? Is it...**

Base : All respondents





## 1.1 Environments Conducive to Derogatory Attitudes and Behaviours towards Homosexuality...Continued

**QF2. In your opinion, in which of the following situations do derogatory attitudes and behaviours towards homosexual people or homosexuality in general occur MORE FREQUENTLY? Is it...**

Base: All respondents

Base: All respondents	Total Canada	Atlantic	Québec	Ontario	Prairies	Alberta	BC
n=	1500	100	400	600	125	125	150
	%	%	%	%	%	%	%
...in social media or elsewhere on the Internet	28	41	18	28	27	35	34
...at school	24	15	42	22	12	12	19
...during sports and recreational activities	10	7	6	12	6	15	11
...in the workplace	8	11	10	7	9	5	5
...within the family	6	5	7	7	4	6	5
I don't know	22	20	16	22	41	21	25
I prefer not to answer	2	1	1	3	3	4	2

➤ The following table presents the groups among which there is a higher proportion of respondents who ...

**... say that SOCIAL MEDIA OR ELSEWHERE ON THE INTERNET are where derogatory attitudes and behaviours towards homosexuality occur more often (28%)**

- Respondents between 18 and 24 years of age (37%)
- Anglophones (31%)
- Residents from the Atlantic provinces (41%)
- Professionals (32%)

**... say that SCHOOLS are where derogatory attitudes and behaviours towards homosexuality occur more often (24%)**

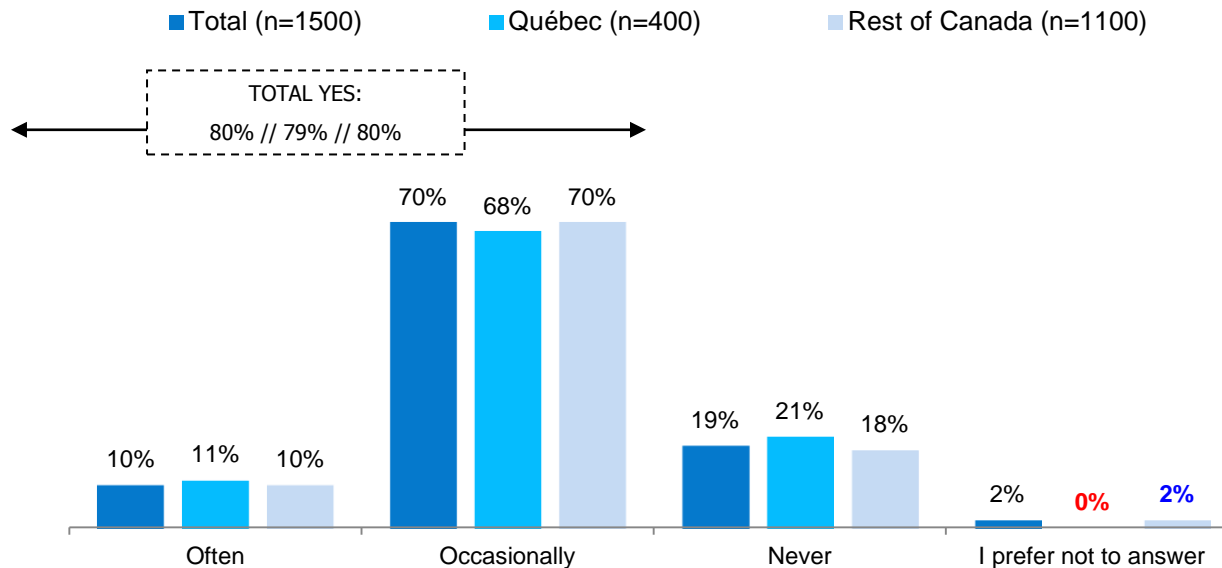
- Respondents between 18 and 24 years of age (33%)
- Francophones (42%)
- Residents of Québec (42%)

## 1.2 Prevalence of Derogatory Remarks about Homosexuality – In Daily Life

- In their daily lives, **the majority** of Canadians surveyed (**80%** - total yes) say they have witnessed derogatory remarks about homosexual people or homosexuality in general, **10%** say they have witnessed this often.

**QF3. In your day-to-day life, have you ever witnessed derogatory remarks about homosexual people or homosexuality in general?**

Base: All respondents



## 1.2 Prevalence of Derogatory Remarks about Homosexuality – In Daily Life... Continued

**QF3. In your day-to-day life, have you ever witnessed derogatory remarks about homosexual people or homosexuality in general?**

Base: All respondents

Base: All respondents	Total Canada	Atlantic	Québec	Ontario	Prairies	Alberta	BC
n=	1500	100	400	600	125	125	150
	%	%	%	%	%	%	%
<b>TOTAL YES</b>	<b>80</b>	<b>83</b>	<b>79</b>	<b>78</b>	<b>80</b>	<b>86</b>	<b>80</b>
Often	10	13	11	9	11	11	10
Occasionally	70	70	68	69	69	75	71
Never	19	15	21	19	18	14	19
I prefer not to answer	2	2	0	3	2	0	0

➤ The following table presents the groups among which there is a higher proportion of respondents who say...

**... they *OFTEN* witness derogatory remarks about homosexual people (10%)**

- Respondents between 18 and 24 years of age (23%) and between 25 and 34 years of age (15%)
- Students (19%)

**... they *OCCASIONALLY* witness derogatory remarks about homosexual people (70%)**

- Respondents 65 years of age or older (76%)
- Anglophones (74%)
- Respondents whose gross annual household income is \$100K or more (75%)
- Retirees (74%)

**... they *NEVER* witness derogatory remarks about homosexual people (19%)**

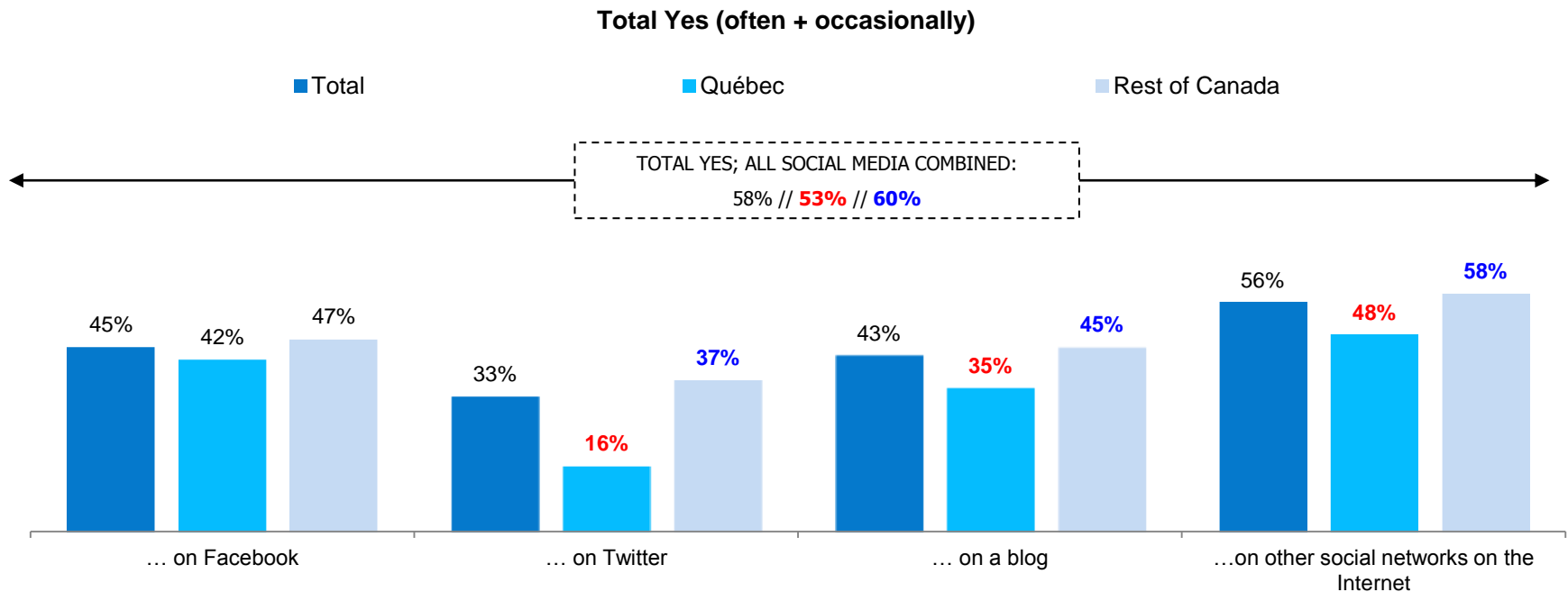
- Women (22%)
- Respondents between 35 and 44 years of age (26%)

## 1.3 Prevalence of Derogatory Remarks about Homosexuality – In Social Media

- Nearly **6 Canadians out of 10 (58% - total yes; all social media combined)** who use **social media** say they have witnessed derogatory remarks about homosexual people or homosexuality in general on social media.
- Thus, **45%** of respondents said they witnessed this type of remark on **Facebook**, **43%** on a **blog** and **33%** on **Twitter**.
- The proportion of respondents who witness this type of remark on **other social networks on the Internet** is **56%**.

**QF4A-QF4D. Have you ever witnessed derogatory remarks about homosexual people or homosexuality in general...?**

Base: Respondents who use social media



## 1.3.1 Prevalence of Derogatory Remarks about Homosexuality – On Facebook

**QF4A. Have you ever witnessed derogatory remarks about homosexual people or homosexuality in general...?  
...on Facebook**

Base: Respondents who use Facebook

Base: Respondents who use Facebook	Total Canada	Atlantic	Québec	Ontario	Prairies	Alberta	BC
n=	1096	75	305	438	85	87	106
	%	%	%	%	%	%	%
<b>TOTAL YES</b>	45	66	42	45	42	45	43
Often	9	18	6	9	9	5	11
Occasionally	36	48	35	36	33	40	32
Never	52	28	58	52	54	54	52
I prefer not to answer	3	6	1	3	4	1	5

➤ The following table presents the groups among which there is a higher proportion of respondents who say...

### ... they **OFTEN** witness derogatory remarks about homosexual people on Facebook (9%)

- ▶ Respondents between 18 and 24 years of age (31%)
- ▶ Residents of the Atlantic provinces (18%)
- ▶ Respondents whose gross annual household income is under \$40K (14%)
- ▶ Students (25%) and unemployed people (20%)
- ▶ People with a primary or high school education (12%)

### ... they **OCCASIONALLY** witness derogatory remarks about homosexual people on Facebook (36%)

- ▶ Respondents between 18 and 24 years of age (49%) and between 25 and 34 years of age (52%)
- ▶ Residents of the Atlantic provinces (48%)
- ▶ People who work in services/sales/offices (46%) and students (56%)
- ▶ People who have a college education (40%)

### ... they **NEVER** witness derogatory remarks about homosexual people on Facebook (52%)

- ▶ Respondents between 45 and 54 years of age (62%), between 55 and 64 (67%) and 65 or older (81%)
- ▶ Francophones (58%)
- ▶ Residents of Québec (58%)
- ▶ Respondents whose gross annual household income is between \$60K and \$79K (63%)
- ▶ People who are retired (78%)

## 1.3.2 Prevalence of Derogatory Remarks about Homosexuality – On Twitter

**QF4B. Have you ever witnessed derogatory remarks about homosexual people or homosexuality in general...?  
...on Twitter**

Base: Respondents who use Twitter

Base: Respondents who use Twitter	Total Canada	Atlantic	Québec	Ontario	Prairies	Alberta	BC
n=	568	36	150	243	37	41	61
	%	%	%	%	%	%	%
<b>TOTAL YES</b>	<b>33</b>	<b>40</b>	<b>16</b>	<b>38</b>	<b>24</b>	<b>43</b>	<b>36</b>
Often	9	15	3	10	7	12	14
Occasionally	23	24	13	28	17	31	22
Never	61	42	81	56	76	55	55
I prefer not to answer	6	18	3	5	0	2	10

➤ The following table presents the groups among which there is a higher proportion of respondents who say...

### ... they **OFTEN** witness derogatory remarks about homosexual people on Twitter (9%)

- ▶ Women (12%)
- ▶ Respondents between 18 and 24 years of age (23%)
- ▶ Residents of the rest of Canada (11%)
- ▶ Respondents whose gross annual household income is under \$40K (14%) and between \$60K and \$79K (17%)
- ▶ Students (21%)

### ... they **OCCASIONALLY** witness derogatory remarks about homosexual people on Twitter (23%)

- ▶ Respondents between 18 and 24 years of age (36%) and between 25 and 34 years of age (32%)
- ▶ Residents of Ontario (28%)
- ▶ Respondents whose gross annual household income is \$100K or more (33%)
- ▶ Students (39%)
- ▶ People with a university education (31%)

### ... they **NEVER** witness derogatory remarks about homosexual people on Twitter (61%)

- ▶ Men (65%)
- ▶ Respondents between 45 and 54 years of age (72%), between 55 and 64 (73%) and 65 or older (84%)
- ▶ Francophones (79%)
- ▶ Residents of Québec (81%)
- ▶ Retired people (84%)

### 1.3.3 Prevalence of Derogatory Remarks about Homosexuality – On a Blog

**QF4C. Have you ever witnessed derogatory remarks about homosexual people or homosexuality in general...?  
...on a blog**

Base: Respondents who use a blog

Base: Respondents who use a blog	Total Canada	Atlantic	Québec	Ontario	Prairies	Alberta	BC
n=	726	44	200	299	46	47	90
	%	%	%	%	%	%	%
<b>TOTAL YES</b>	<b>43</b>	<b>66</b>	<b>35</b>	<b>43</b>	<b>29</b>	<b>48</b>	<b>47</b>
Often	6	4	3	8	3	7	4
Occasionally	37	61	32	35	26	42	43
Never	53	29	63	53	70	50	47
I prefer not to answer	3	5	2	4	1	2	6

➤ The following table presents the groups among which there is a higher proportion of respondents who say...

**... they *OFTEN* witness derogatory remarks about homosexual people on a blog (6%)**

- ▶ Respondents between 18 and 24 years of age (20%)
- ▶ Residents of Ontario (8%)
- ▶ Respondents whose gross annual household income is under \$40K (9%)
- ▶ Manual workers (15%), students (13%) and unemployed people (14%)

**... they *OCCASIONALLY* witness derogatory remarks about homosexual people on a blog (37%)**

- ▶ Respondents between 18 and 24 years of age (52%) and between 25 and 34 years of age (49%)
- ▶ Residents of the Atlantic provinces (61%)
- ▶ People who work in services/sales/offices (48%) and students (61%)

**... they *NEVER* witness derogatory remarks about homosexual people on a blog (53%)**

- ▶ Women (58%)
- ▶ Respondents between 45 and 54 years of age (64%), between 55 and 64 (67%) and 65 or older (71%)
- ▶ Francophones (66%)
- ▶ Residents of Québec (63%) and of the Prairies (70%)
- ▶ Retired people (69%)

### 1.3.4 Prevalence of Derogatory Remarks about Homosexuality – On Other Social Networks on the Internet

**QF4D. Have you ever witnessed derogatory remarks about homosexual people or homosexuality in general...?  
...on other social networks on the Internet**

Base: Respondents who use other social networks on the Internet

Base: Respondents who use other social networks on the Internet	Total Canada	Atlantic	Québec	Ontario	Prairies	Alberta	BC
n=	939	62	255	387	73	64	98
	%	%	%	%	%	%	%
<b>TOTAL YES</b>	<b>56</b>	<b>72</b>	<b>48</b>	<b>57</b>	<b>54</b>	<b>68</b>	<b>52</b>
Often	12	27	5	13	9	15	17
Occasionally	43	45	43	44	45	53	35
Never	41	28	50	40	46	31	43
I prefer not to answer	3	0	2	4	0	2	5

➤ The following table presents the groups among which there is a higher proportion of respondents who say...

**... they OFTEN witness derogatory remarks about homosexual people on other social networks on the Internet (12%)**

- ▶ Respondents between 18 and 24 years of age (32%) and between 25 and 34 years of age (17%)
- ▶ Residents of the Atlantic provinces (27%)
- ▶ Students (23%)

**... they OCCASIONALLY witness derogatory remarks about homosexual people on other social networks on the Internet (43%)**

- ▶ Men (47%)
- ▶ Respondents between 35 and 44 years of age (51%)
- ▶ Anglophones (46%)
- ▶ Respondents whose gross annual household income is between \$80K and \$99K (53%) and \$100K or more (53%)
- ▶ Students (56%)

**... they NEVER witness derogatory remarks about homosexual people on other social networks on the Internet (41%)**

- ▶ Respondents between 45 and 54 years of age (53%), between 55 and 64 (56%) and 65 or older (53%)
- ▶ Francophones (51%)
- ▶ Residents of Québec (50%)
- ▶ Retired people (54%)

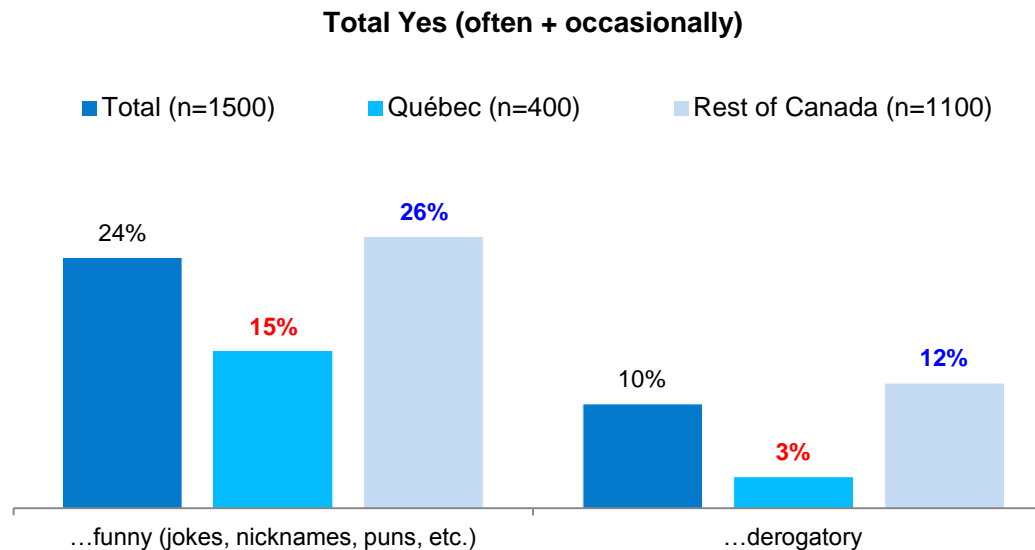


## 1.4 Sharing Funny or Derogatory Remarks about Homosexuality on the Internet

- A **quarter** of Canadians (**24%**) stated that they personally shared funny remarks (jokes, nicknames, puns, etc.) on social media or elsewhere on the Internet.
  - This proportion is significantly higher among men (30%) and residents of the rest of Canada (26%).
- Also, **10%** said they shared derogatory remarks about homosexuality.
  - This proportion is significantly higher among men (14%) and residents of the rest of Canada (12%).

**QF5A-B. Personally, have you ever shared remarks about homosexuality on social media or elsewhere on the Internet that were...?**

Base: All respondents



## 1.4 Sharing Funny or Derogatory Remarks about Homosexuality on the Internet...Continued

**QF5A-B. Personally, have you ever shared remarks about homosexuality on social media or elsewhere on the Internet that were...?**

Base: All respondents

...funny (jokes, nicknames, puns, etc.)

Base: All respondents	Total Canada	Atlantic	Québec	Ontario	Prairies	Alberta	BC
n=	1500	100	400	600	125	125	150
	%	%	%	%	%	%	%
<b>TOTAL YES</b>	<b>24</b>	<b>30</b>	<b>15</b>	<b>27</b>	<b>30</b>	<b>28</b>	<b>21</b>
Often	3	9	1	3	2	4	0
Occasionally	21	21	14	24	28	24	21
Never	75	70	84	71	70	71	79
I prefer not to answer	1	0	1	3	0	1	0

...derogatory

Base: All respondents	Total Canada	Atlantic	Québec	Ontario	Prairies	Alberta	BC
n=	1500	100	400	600	125	125	150
	%	%	%	%	%	%	%
<b>TOTAL YES</b>	<b>10</b>	<b>15</b>	<b>3</b>	<b>12</b>	<b>15</b>	<b>11</b>	<b>8</b>
Often	1	5	0	1	1	1	1
Occasionally	9	9	3	11	15	9	7
Never	89	85	96	85	84	88	91
I prefer not to answer	1	0	0	3	1	1	1

## 1.4 Sharing Funny or Derogatory Remarks about Homosexuality on the Internet...Continued

- The following table presents the groups among which there is a higher proportion of respondents who say...

**... they have shared FUNNY remarks about homosexuality on social media or elsewhere on the Internet (24%)**

- ▶ Men (30%)
- ▶ Respondents between 18 and 24 years of age (43%)
- ▶ Residents of Ontario (27%)
- ▶ Respondents whose gross annual household income is under \$40K (28%)
- ▶ People who work in services/sales/offices (31%) and students (35%)

**... they have shared DEROGATORY remarks about homosexuality on social media or elsewhere on the Internet (10%)**

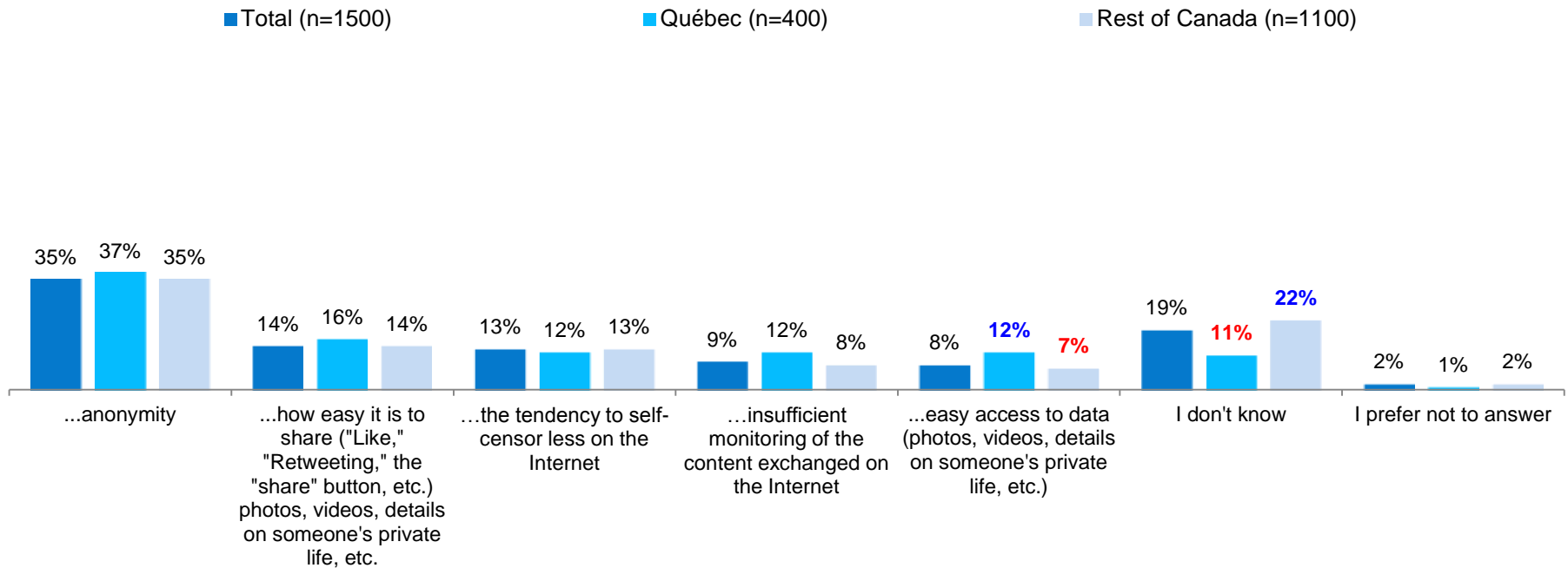
- ▶ Men (14%)
- ▶ Respondents between 18 and 24 years of age (17%) and between 25 and 34 years of age (14%)
- ▶ Residents of Ontario (12%) and residents of the Prairies (15%)
- ▶ Respondents whose gross annual household income is \$100K or more (13%)
- ▶ People who work in services/sales/offices (15%)

## 1.5 Factors Conducive to the Presence of Derogatory Remarks about Homosexuality on the Internet

- According to a third (**35%**) of Canadians, anonymity is the element that contributes the most to encouraging the presence of derogatory remarks about homosexual people and homosexuality in general.
- The proportion of respondents who could not or did not want to answer is **21%**.

**QF6. In your opinion, which of the following elements contributes *THE MOST* to the presence of derogatory remarks on the Internet about homosexual people or homosexuality in general? Is it...**

Base: All respondents



## 1.5 Factors Conducive to the Presence of Derogatory Remarks about Homosexuality on the Internet...Continued

**QF6. In your opinion, which of the following elements contributes THE MOST to the presence of derogatory remarks on the Internet about homosexual people or homosexuality in general? Is it...**

Base: All respondents

Base: All respondents	Total Canada	Atlantic	Québec	Ontario	Prairies	Alberta	BC
n=	1500	100	400	600	125	125	150
	%	%	%	%	%	%	%
<b>...anonymity</b>	<b>35</b>	<b>31</b>	<b>37</b>	<b>35</b>	<b>32</b>	<b>38</b>	<b>34</b>
...how easy it is to share ("Like," "Retweeting," the "share" button, etc.) photos, videos, details on someone's private life, etc.	14	13	16	15	11	10	16
...the tendency to self-censor less on the Internet	13	12	12	13	<b>5</b>	14	15
...insufficient monitoring of the content exchanged on the Internet	9	10	12	9	12	9	5
...easy access to data (photos, videos, details on someone's private life, etc.)	8	7	<b>12</b>	<b>6</b>	6	7	8
I don't know	19	<b>28</b>	<b>11</b>	21	<b>29</b>	18	20
I prefer not to answer	2	0	1	2	<b>6</b>	4	2

➤ The following table presents the groups among which there is a higher proportion of respondents who say that...

**... ANONYMITY is the element that contributes the most to encouraging the presence of derogatory remarks on the Internet about homosexual people and homosexuality in general (35%)**

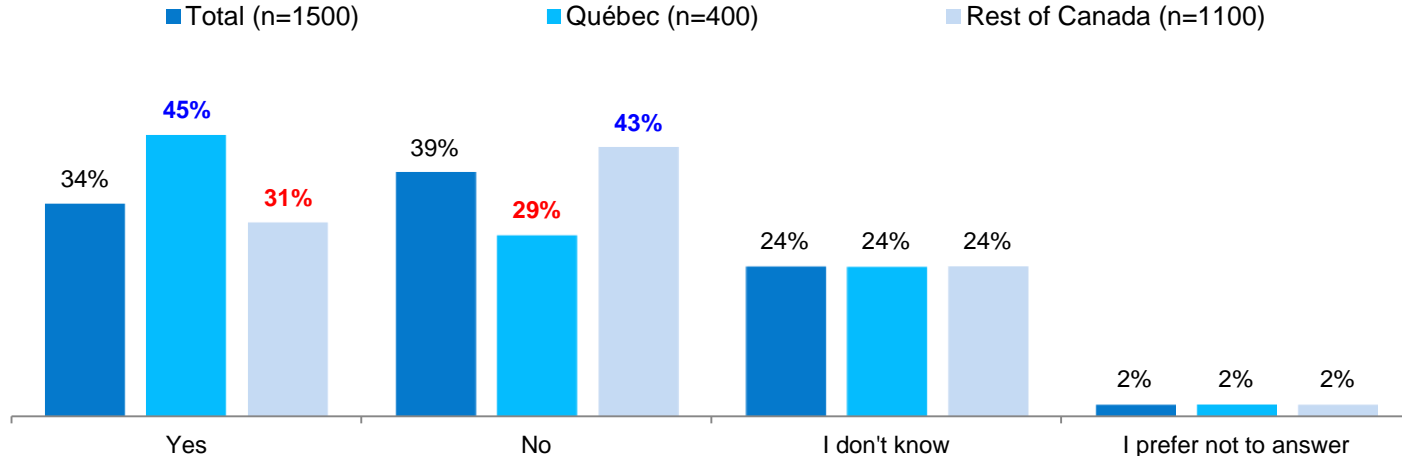
- ▶ Respondents whose gross annual household income is \$100K or more (41%)
- ▶ Professionals (44%)
- ▶ People with a university education (41%)

## 1.6 Homophobia: Behaviour Punishable by Law?

- A third (**34%**) of Canadians said that insulting or being disrespectful towards homosexual people should be punishable by law.
  - This proportion is significantly higher among women (38%) and residents of Québec (45%). In Québec, this proportion has dropped slightly by 4 points since 2004 (49% of Quebecers).
- The proportion of respondents who could not or did not want to answer is **26%**.

**QF7. In your opinion, should levelling insults at or being disrespectful towards homosexual people be punishable by law, YES or NO?**

Base: All respondents



## 1.6 Homophobia: Behaviour Punishable by Law?...Continued

**QF7. In your opinion, should levelling insults at or being disrespectful towards homosexual people be punishable by law, YES or NO?**

Base: All respondents

Base: All respondents	Total Canada	Atlantic	Québec	Ontario	Prairies	Alberta	BC
n=	1500	100	400	600	125	125	150
	%	%	%	%	%	%	%
Yes	34	39	45	30	25	26	34
No	39	33	29	43	39	49	41
I don't know	24	27	24	24	32	23	23
I prefer not to answer	2	1	2	2	4	1	2

➤ The following table presents the groups among which there is a higher proportion of respondents who say that...

**...insulting or being disrespectful towards homosexual people should be punishable by law (34%)**

- ▶ Women (38%)
- ▶ Francophones (50%)
- ▶ Residents of Québec (45%)
- ▶ Retired people (39%)
- ▶ People with a university education (38%)

## 2. Other Topics

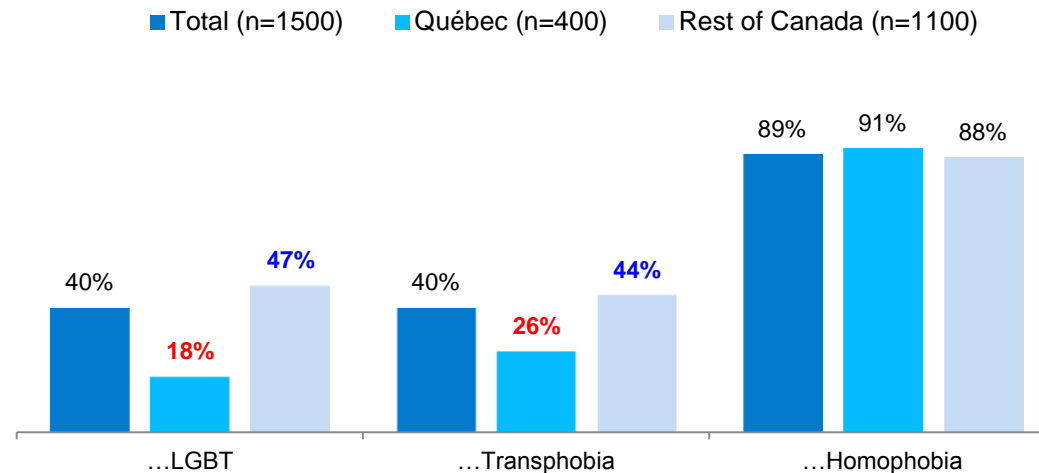


## 2.1 Awareness of Certain Acronyms or Words related to Sexual Orientation

- **The great majority (89%)** of Canadians said they knew the meaning of the word homophobia.
- **Fewer than half** of Canadians said they knew the meaning of the word transphobia (**40%**) and the acronym LGBT (**40%**).

**QF1A-QF1C. Do you know the meaning of the following acronym or words?**

Base: All respondents



## 2.1.1 Knowledge of the Acronym “LGBT”

**QF1A. Do you know the meaning of the following acronym or words?  
... LGBT**

Base: All respondents

Base: All respondents	Total Canada	Atlantic	Québec	Ontario	Prairies	Alberta	BC
n=	1500	100	400	600	125	125	150
	%	%	%	%	%	%	%
Yes	40	35	18	53	31	43	50
No	60	65	82	47	69	57	50

- The following table presents the groups among which there is a higher proportion of respondents who say they know the meaning of...

**... LGBT (40%)**

- ▶ Respondents between 18 and 24 years of age (54%) and between 25 and 34 years of age (49%)
- ▶ Anglophones (47%)
- ▶ Residents of Ontario (53%) and British Columbia (50%)
- ▶ Respondents whose gross annual household income is \$100K or more (50%)
- ▶ Professionals (54%) and students (62%)
- ▶ People with a university education (53%)

## 2.1.2 Knowledge of the Word “Transphobia”

**QF1B. Do you know the meaning of the following acronym or words?  
... Transphobia**

Base: All respondents

Base: All respondents	Total Canada	Atlantic	Québec	Ontario	Prairies	Alberta	BC
n=	1500	100	400	600	125	125	150
	%	%	%	%	%	%	%
Yes	40	40	26	48	27	36	48
No	60	60	74	52	73	64	52

- The following table presents the groups among which there is a higher proportion of respondents who say they know the meaning of...

### ... Transphobia (40%)

- ▶ Respondents between 18 and 24 years of age (51%), between 25 and 34 (49%) and between 35 and 44 (45%)
- ▶ Anglophones (44%)
- ▶ Residents of Ontario (48%) and British Columbia (48%)
- ▶ Respondents whose gross annual household income is \$100K or more (50%)
- ▶ Professionals (53%) and students (61%)
- ▶ People with a university education (48%)

## 2.1.3 Knowledge of the Word “Homophobia”

**QF1C. Do you know the meaning of the following acronym or words?  
... Homophobia**

Base: All respondents

Base: All respondents	Total Canada	Atlantic	Québec	Ontario	Prairies	Alberta	BC
n=	1500	100	400	600	125	125	150
	%	%	%	%	%	%	%
Yes	89	91	91	89	80	86	91
No	11	9	9	11	20	14	9

- The following table presents the groups among which there is a higher proportion of respondents who say they know the meaning of...

**... Homophobia (89%)**

- ▶ Respondents between 35 and 44 years of age (94%)
- ▶ Anglophones (91%)
- ▶ Respondents whose gross annual household income is \$100K or more (96%)
- ▶ Professionals (95%) and students (96%)
- ▶ People with a university education (93%)

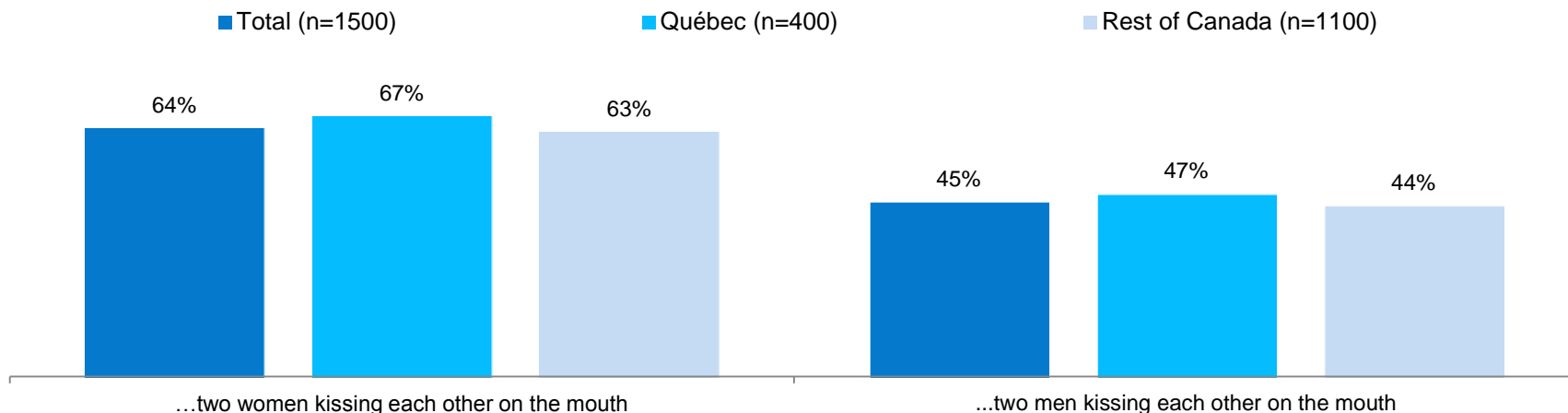
## 2.2 Attitude towards Same-Sex People Showing Each Other Affection

- Nearly two-thirds (64%) of Canadians said they were comfortable with seeing two women kissing each other on the mouth, while less than half (45%) said they were comfortable with seeing two men kissing each other on the mouth.

QF8A-QF8B. Are you generally comfortable seeing...?

Base: All respondents

Total comfortable ( very + somewhat)



## 2.2.1 Attitude towards Same-Sex People Showing Each Other Affection – Seeing Two Women Kissing Each Other on the Mouth

**QF8A. Are you generally comfortable seeing...?  
...two women kissing each other on the mouth**

Base: All respondents

Base: All respondents	Total Canada	Atlantic	Québec	Ontario	Prairies	Alberta	BC
n=	1500	100	400	600	125	125	150
	%	%	%	%	%	%	%
<b>TOTAL COMFORTABLE</b>	<b>64</b>	<b>68</b>	<b>67</b>	<b>62</b>	<b>58</b>	<b>59</b>	<b>69</b>
Very comfortable	29	27	30	31	15	21	37
Somewhat comfortable	35	41	37	31	43	37	32
<b>TOTAL NOT COMFORTABLE</b>	<b>34</b>	<b>32</b>	<b>31</b>	<b>35</b>	<b>38</b>	<b>38</b>	<b>31</b>
Not very comfortable	23	25	22	23	19	24	20
Not comfortable at all	11	7	9	11	20	14	11
I prefer not to answer	2	1	2	3	3	3	0

➤ The following table presents the groups among which there is a higher proportion of respondents who say...

**... they are VERY COMFORTABLE with seeing two women kissing each other on the mouth (29%)**

- ▶ Men (34%)
- ▶ Respondents between 18 and 24 years of age (42%), between 25 and 34 (37%) and between 35 and 44 (36%)
- ▶ Anglophones (31%)
- ▶ Residents of British Columbia (37%)
- ▶ Respondents whose gross annual household income is \$100K or more (35%)
- ▶ Professionals (33%), students (44%) and the unemployed (41%)

**... they are NOT COMFORTABLE AT ALL with seeing two women kissing each other on the mouth (11%)**

- ▶ Women (14%)
- ▶ Respondents 65 years of age or older (18%)
- ▶ Residents of the Prairies (20%)
- ▶ Respondents whose gross annual household income is under \$40K (17%)
- ▶ Homemakers (28%) and retired people (15%)
- ▶ People who have a primary or high school education (16%)

## 2.2.2 Attitude towards Same-Sex People Showing Each Other Affection – Seeing Two Men Kissing Each Other on the Mouth

**QF8B. Are you generally comfortable seeing...?  
...two men kissing each other on the mouth**

Base: All respondents

Base: All respondents	Total Canada	Atlantic	Québec	Ontario	Prairies	Alberta	BC
n=	1500	100	400	600	125	125	150
	%	%	%	%	%	%	%
<b>TOTAL COMFORTABLE</b>	<b>45</b>	<b>48</b>	<b>47</b>	<b>46</b>	<b>35</b>	<b>33</b>	<b>51</b>
Very comfortable	18	13	20	19	5	11	25
Somewhat comfortable	27	35	26	27	31	22	26
<b>TOTAL NOT COMFORTABLE</b>	<b>53</b>	<b>51</b>	<b>52</b>	<b>51</b>	<b>61</b>	<b>63</b>	<b>49</b>
Not very comfortable	30	33	31	29	31	31	28
Not comfortable at all	23	18	21	23	31	32	20
I prefer not to answer	2	1	1	3	3	3	0

➤ The following table presents the groups among which there is a higher proportion of respondents who say...

**... they are VERY COMFORTABLE with seeing two men kissing each other on the mouth (18%)**

- ▶ Women (22%)
- ▶ Respondents between 18 and 24 years of age (28%) and between 35 and 44 (26%)
- ▶ Residents of British Columbia (25%)
- ▶ Students (30%)

**... they are NOT COMFORTABLE AT ALL with seeing two men kissing each other on the mouth (23%)**

- ▶ Men (31%)
- ▶ Respondents 65 years of age or older (33%)
- ▶ Residents of the Prairies (31%) and Alberta (32%)
- ▶ Manual workers (38%) and retired people (29%)
- ▶ People who have a primary or high school education (28%)



## PROFILE OF RESPONDENTS



## Profile of Respondents (Weighted Results)

Base: All respondents	Total
n=	1500
<b>GENDER</b>	
Male	48%
Female	52%
<b>AGE</b>	
18-24 years old	12%
25-34 years old	16%
35-44 years old	17%
45-54 years old	20%
55-64 years old	17%
65 years old and older	19%
<b>EDUCATION</b>	
Primary/Secondary	32%
College	29%
University	37%
<b>REGION</b>	
Maritimes	7%
Québec	24%
Ontario	39%
Prairies	7%
Alberta	11%
British Columbia	13%
<b>CHILDREN</b>	
Yes	29%
No	71%

Base: All respondents	Total
n=	1500
<b>OCCUPATION</b>	
Service/Sales/Office	19%
Manual worker	8%
Professional	25%
Homemaker	6%
Student	7%
Retired	24%
Unemployed	4%
<b>INCOME</b>	
-\$40K	25%
\$40K-\$59K	18%
\$60K-\$79K	14%
\$80K-\$99K	12%
\$100K or more	16%
Refusal	16%
<b>LANGUAGE</b>	
French	21%
English	57%
Other	20%

