



Annual Report – 2015 Edition: *Allies Show their Colours*

Research Report – May 2015

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Context, Objectives & Methodology

Context, Objectives & Methodology

Léger was commissioned by *Fondation Émergence* to poll Canadian public opinion and perceptions of homophobia and transphobia.

Methodology

This study was conducted online from April 27 to April 30, 2015 with a random sample of 1,517 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 green** 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.
- In graphics and tables presented, green and red arrows (↑ ↓) indicate statistically significant variations in comparison with the last similar measure taken, i.e., in May 2013.



Detailed Results



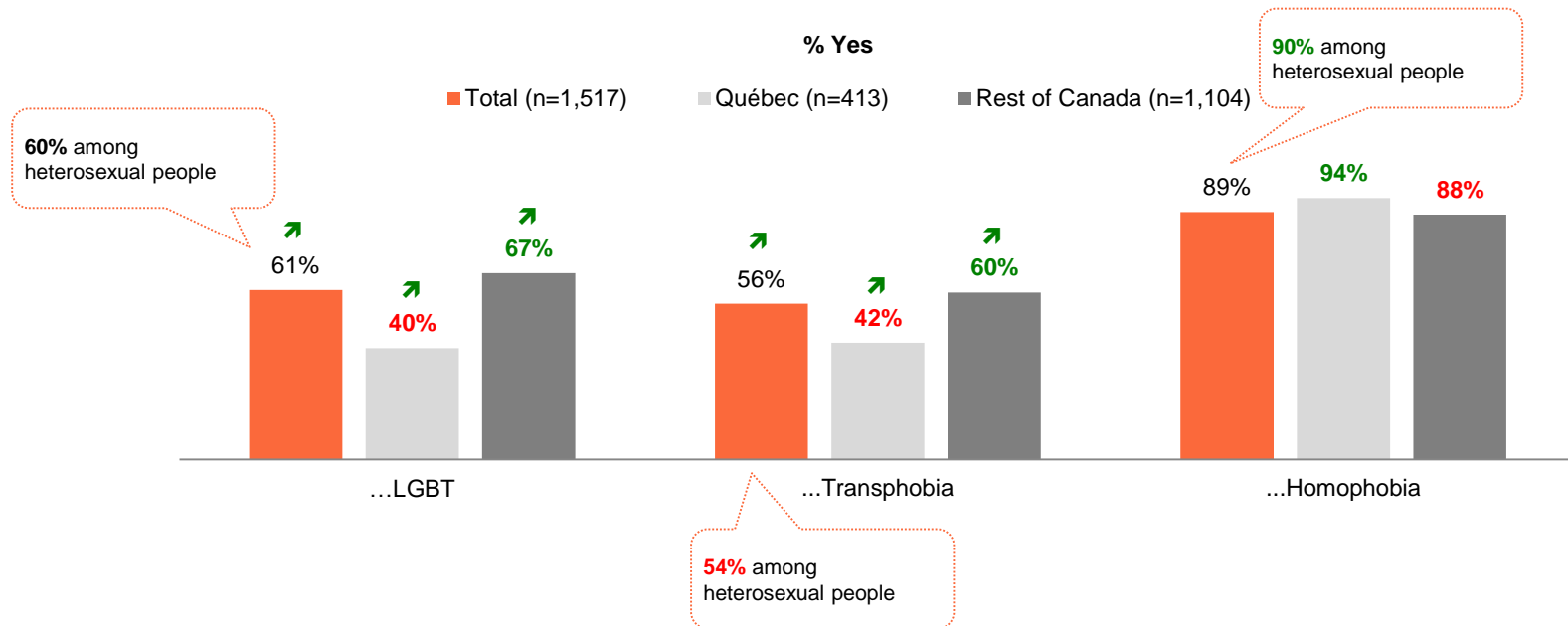
1. Knowledge of the Terms: *LGBT*, *Transphobia* and *Homophobia*

Knowledge of Certain Acronyms or Words Related to Sexual Orientation

- In 2015, the vast majority of Canadians (89%; identical to 2013) said they knew the meaning of the word homophobia.
- Even though the meaning of the LGBT acronym and the word transphobia are not as well known, over the past two years, there has been a significant improvement in the knowledge of what these terms mean.
 - In fact, compared to 2013, more Canadians are aware of what the LGBT acronym means (61%, higher 40% in 2013) and the word transphobia (56%, higher than 40% in 2013).
- It is worth noting that compared to residents in the rest of Canada, Quebecers are more likely to say they know what the word homophobia means, but are much less informed about the LGBT acronym and the word transphobia.

QF1_1 to QF1_3. Do you know the meaning of the following acronym or words?

Base: All respondents



Knowledge of Certain Acronyms or Words Related to Sexual Orientation: LGBT (continued)

QF1_1. Do you know the meaning of the following acronym or words?

...LGBT

Base: All respondents

Base: All respondents	Total Canada	Atlantic	Québec	Ontario	MB/SK	Alberta	British Columbia
n=	1,517	100	413	601	125	128	150
Yes	61%	68%	40%	69%	58%	65%	69%
No	39%	32%	60%	31%	42%	35%	31%

The proportion of respondents who know the meaning of the *LGBT* acronym is significantly higher among:

- Residents of Ontario (69%) and British Columbia (69%)
- Men (64%)
- 25-34 year olds (71%)
- Anglophones (71%)
- Respondents with a gross annual household income of \$80K to \$99K (69%) and \$100K or more (80%)
- Professionals (75%)
- Respondents with a university level education (77%)
- Cisgender people (63%)
- Homosexual people (95%)

Knowledge of Certain Acronyms or Words Related to Sexual Orientation: Transphobia (cont'd)

QF1_2. Do you know the meaning of the following acronym or words?

...**Transphobia**

Base: All respondents

Base: All respondents	Total Canada	Atlantic	Québec	Ontario	MB/SK	Alberta	British Columbia
n=	1,517	100	413	601	125	128	150
Yes	56%	61%	42%	61%	55%	55%	63%
No	44%	39%	58%	39%	45%	45%	37%

The proportion of respondents who know the meaning of the word *Transphobia* is significantly higher among:

- Residents of Ontario (61%) and British Columbia (63%)
- Men (59%)
- 18-24 year olds (66%) and 25-34 year olds (68%)
- Anglophones (63%)
- Respondents with a gross annual household income of \$100K or more (68%)
- Professionals (67%) and students (71%)
- Respondents with a university level education (66%)
- Cisgender people (58%)
- Homosexual people (87%)

Knowledge of Certain Acronyms or Words Related to Sexual Orientation: Homophobia (cont'd)

QF1_3. Do you know the meaning of the following acronym or words?

...Homophobia

Base: All respondents

Base: All respondents	Total Canada	Atlantic	Québec	Ontario	MB/SK	Alberta	British Columbia
n=	1,517	100	413	601	125	128	150
Yes	89%	86%	94%	89%	83%	82%	94%
No	11%	14%	6%	11%	17%	18%	6%

The proportion of respondents who know the meaning of the word *Homophobia* is significantly higher among:

- Residents of Québec (94%) and British Columbia (94%)
- Francophones (93%)
- People who don't have any children (91%)
- Respondents with a gross annual household income of \$80K to \$99K (95%) and \$100K or more (98%)
- Professionals (95%)
- Respondents with a university level education (93%)
- Cisgender people (92%)
- Heterosexual people (90%) and homosexual people (100%)



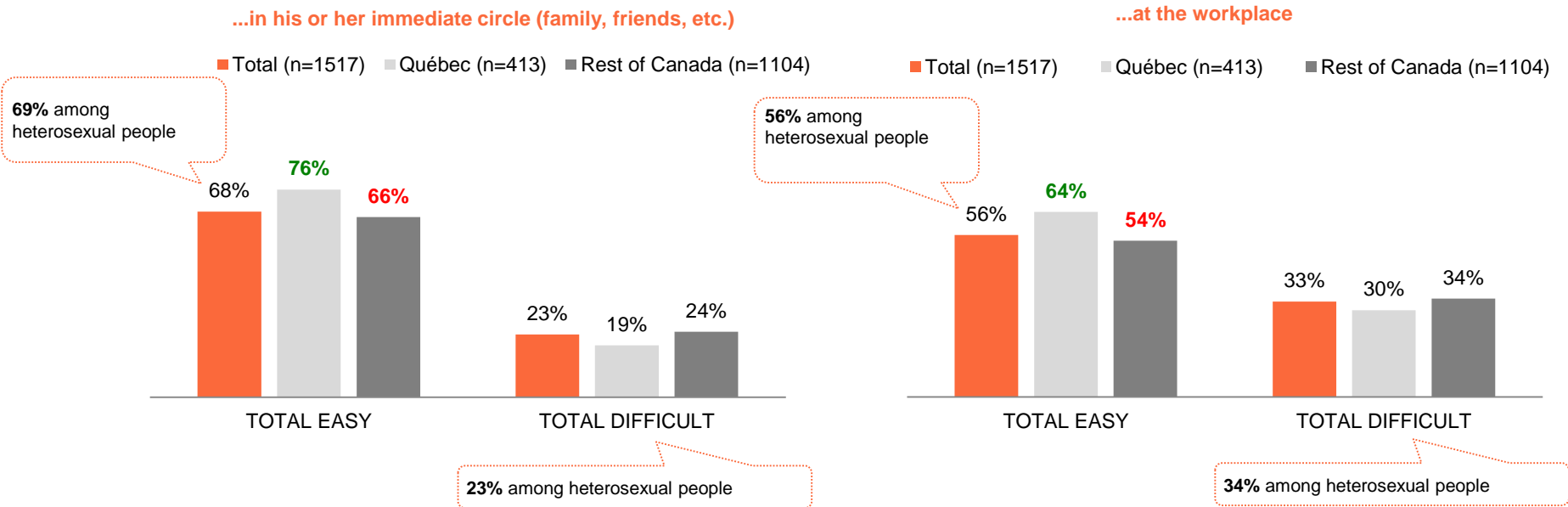
2. Level of Comfort with Openly Supporting LGBT People

Level of Comfort with Openly Supporting LGBT People: Immediate Circle vs. Workplace

- Overall, Canadians believe that it is easier (very + somewhat easy) for a heterosexual person to be open about their support of lesbian, gay, bisexual and transgender people in their immediate circle (68%) than at the workplace (56%).
 - Compared to residents in the rest of Canada, Quebecers are more likely to consider that this type of support is easy to provide, regardless of your environment.

QF2_1 to QF2_2. Would you say that today, it is EASY or DIFFICULT for a heterosexual person to be open about his or her support of lesbian, gay, bisexual and transgender people (LGBT)...?

Base: All respondents



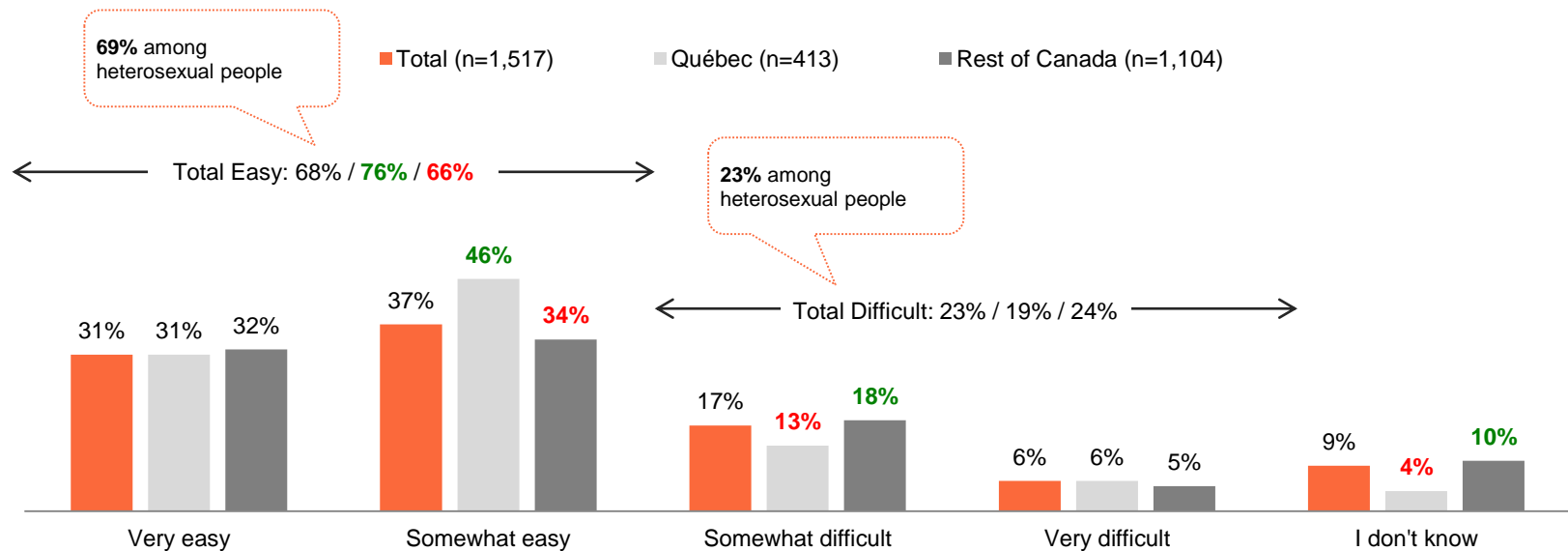
Level of Comfort with Openly Supporting LGBT People: In Your Immediate Circle

- In total, two-thirds (68%) of Canadians consider that it is easy (very + somewhat easy) to be open about their support of lesbian, gay, bisexual and transgender people in their immediate circle; 31% consider this to be very easy.
 - This proportion is significantly higher among Quebecers (76%) than among residents in the rest of Canada (66%).

QF2_1. Would you say that today, it is EASY or DIFFICULT for a heterosexual person to be open about his or her support of lesbian, gay, bisexual and transgender people (LGBT)...?

...in his or her immediate circle (family, friends, etc.)

Base: All respondents



Level of Comfort with Openly Supporting LGBT People: In Your Immediate Circle (continued)

QF2_1. Would you say that today, it is EASY or DIFFICULT for a heterosexual person to be open about his or her support of lesbian, gay, bisexual and transgender people (LGBT)...?

...in his or her immediate circle (family, friends, etc.)

Base: All respondents

Base: All respondents	Total Canada	Atlantic	Québec	Ontario	MB/SK	Alberta	British Columbia
n=	1,517	100	413	601	125	128	150
TOTAL EASY	68%	59%	64%	53%	48%	45%	64%
Very easy	31%	20%	22%	24%	20%	15%	26%
Somewhat easy	37%	38%	42%	29%	29%	30%	38%
TOTAL DIFFICULT	23%	34%	30%	33%	42%	39%	30%
Somewhat difficult	17%	22%	23%	24%	22%	30%	23%
Very difficult	6%	12%	6%	9%	20%	9%	6%
I don't know	9%	7%	6%	14%	10%	15%	7%

The proportion of respondents who consider it very easy for heterosexual people to be open about their support of lesbian, gay, bisexual and transgender people **in their immediate circle** is significantly higher among:

- Residents of Québec (64%) and British Columbia (64%)
- Respondents with a gross annual household income of \$100K or more (42%)
- Professionals (37%)
- Respondents with a university level education (35%)
- Cisgender people (33%)

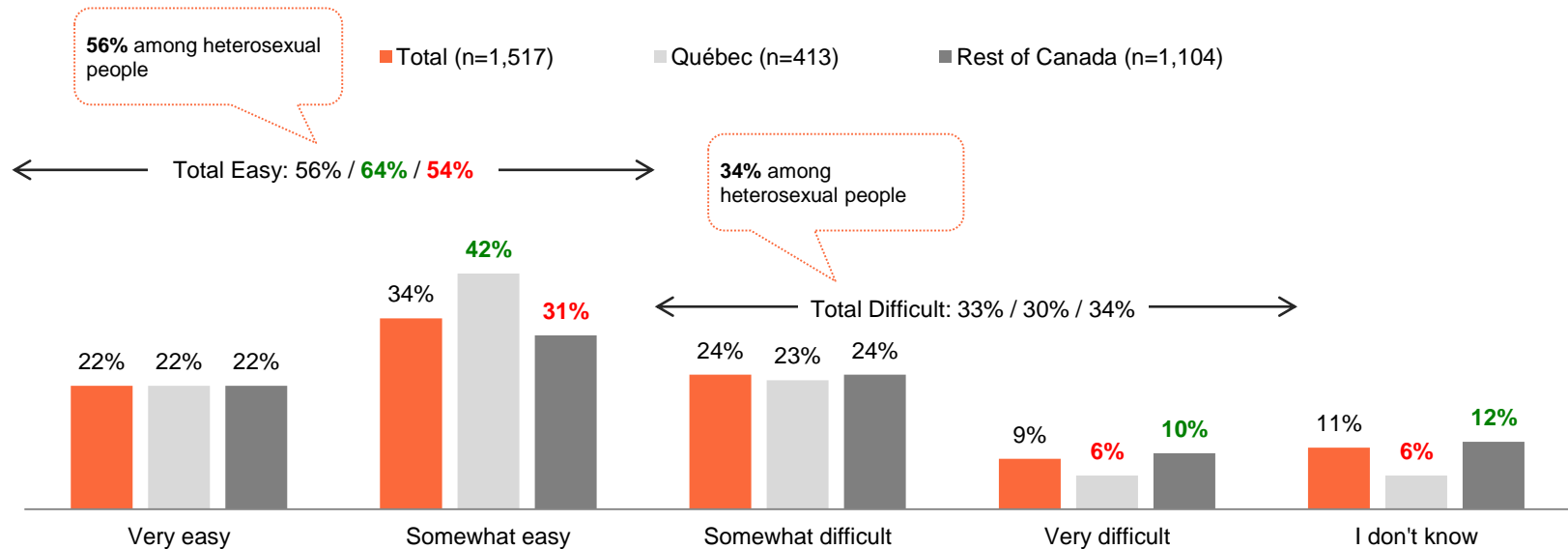
Level of Comfort with Openly Supporting LGBT People: At the Workplace

- Overall, more than half (56%) of Canadians consider it easy (very + somewhat easy), for heterosexual people to be open about their support of lesbian, gay, bisexual and transgender people at the workplace; 22% consider this to be very easy.
 - This proportion is significantly higher among Quebecers (64%) than among residents in the rest of Canada (54%).

QF2_2. Would you say that today, it is EASY or DIFFICULT for a heterosexual person to be open about his or her support of lesbian, gay, bisexual and transgender people (LGBT)...?

...at the workplace

Base: All respondents



Level of Comfort with Openly Supporting LGBT People: At the Workplace (continued)

QF2_2. Would you say that today, it is EASY or DIFFICULT for a heterosexual person to be open about his or her support of lesbian, gay, bisexual and transgender people (LGBT)...?

...at the workplace

Base: All respondents

Base: All respondents	Total Canada	Atlantic	Québec	Ontario	MB/SK	Alberta	British Columbia
n=	1,517	100	413	601	125	128	150
TOTAL EASY	56%	59%	64%	53%	48%	45%	64%
Very easy	22%	20%	22%	24%	20%	15%	26%
Somewhat easy	34%	38%	42%	29%	29%	30%	38%
TOTAL DIFFICULT	33%	34%	30%	33%	42%	39%	30%
Somewhat difficult	24%	22%	23%	24%	22%	30%	23%
Very difficult	9%	12%	6%	9%	20%	9%	6%
I don't know	11%	7%	6%	14%	10%	15%	7%

The proportion of respondents who consider it very easy for heterosexual people to be open about their support of lesbian, gay, bisexual and transgender people **at the workplace** is significantly higher among:

- Residents of Québec (64%) and British Columbia (64%)
- Respondents with a gross annual household income of \$100K or more (31%)
- People who work in services / sales / offices (29%) and professionals (27%)
- Respondents with a university level education (25%)
- Cisgender people (23%)



3. Disparaging Remarks and Disrespectful Behaviour towards LGBT People: Prevalence and Reactions

Disparaging Remarks and Disrespectful Behaviour towards LGBT People: Prevalence and Reactions

- In total, the majority of Canadians surveyed said they had witnessed disparaging remarks (jokes, nicknames, puns, insults, etc.) or disrespectful behaviour towards lesbian, gay, bisexual and transgender people in everyday life (72%) or on the Internet (63%).
- Nearly two-thirds (65%) of witnesses said they intervened when this happens in everyday life, but fewer than half (44%) said they intervened on the Internet.
 - Compared to residents in the rest of Canada, Quebecers are more likely to say they have witnessed disparaging remarks (jokes, nicknames, puns, insults, etc.) or disrespectful behaviour towards lesbian, gay, bisexual and transgender people in everyday life and have rebuked the guilty party.

QF3_1 to QF3_2. Personally, have you ever reproached someone about making disparaging remarks (jokes, nicknames, puns, insults, etc.) or engaging in disrespectful behaviour towards lesbian, gay, bisexual or transgender people (LGBT)...?

Base: All respondents

Prevalence: % of “Yes, I’ve witnessed this type of situation”

■ Total (n=1,517) ■ Québec (n=413) ■ Rest of Canada (n=1,104)

70% among heterosexual people

65% among heterosexual people

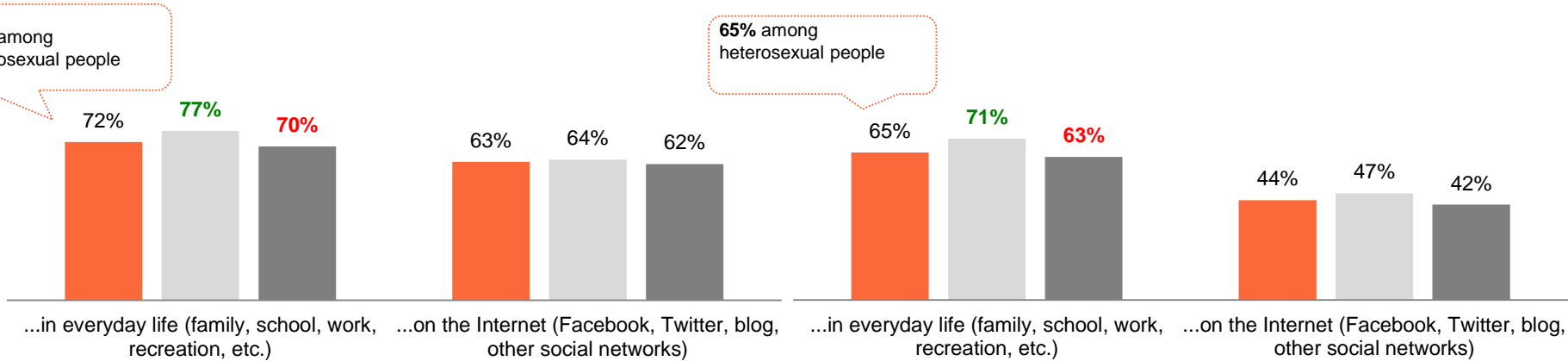
60% among heterosexual people

Base: Those who have witnessed this type of situation before

Reactions: % of “Yes, I’ve intervened in this type of situation before”

■ Total (n=1,106 / 937) ■ Québec (n=317 / 260) ■ Rest of Canada (n=789 / 677)

41% among heterosexual people



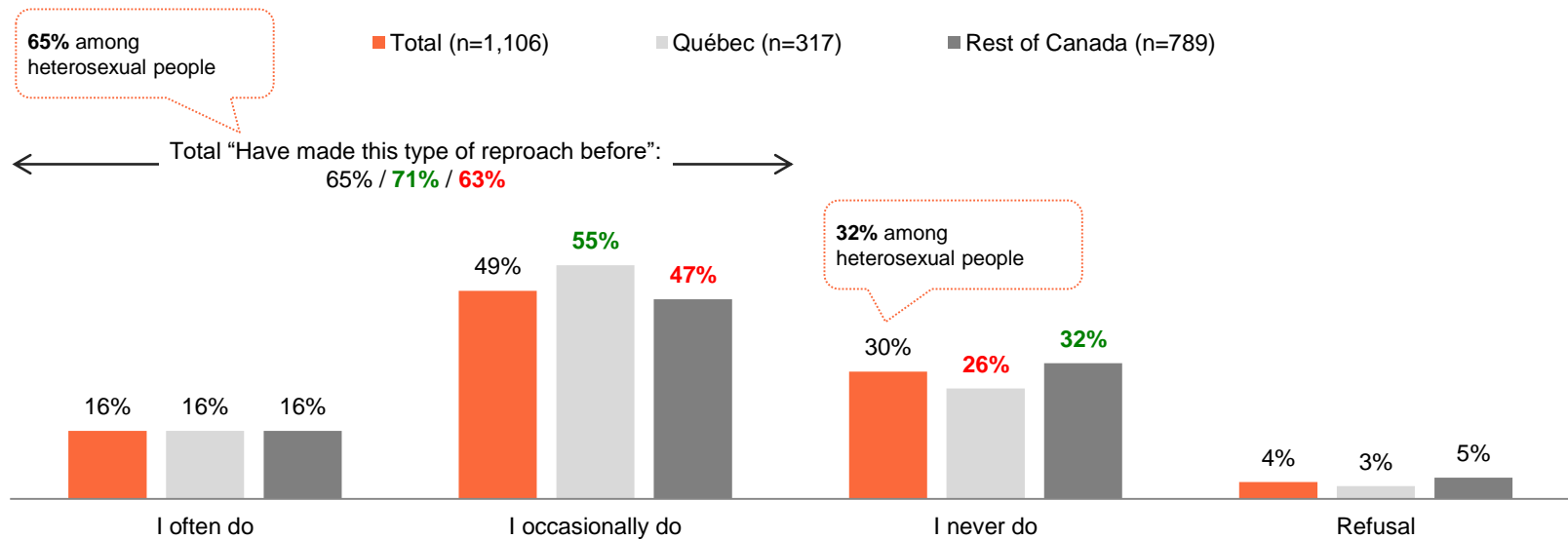
Disparaging Remarks and Disrespectful Behaviour towards LGBT People: In Everyday Life

- Globally, two-thirds (65%) of Canadians who have witnessed disparaging remarks and disrespectful behaviour towards lesbian, gay, bisexual and transgender people in everyday life said they had reproached the guilty party; 15% asserted they did so often.
 - This proportion is significantly higher among Quebecers (71%) than among residents in the rest of Canada (63%).

QF3_1 (QF31X, QF31Z). Personally, have you ever reproached someone about making disparaging remarks (jokes, nicknames, puns, insults, etc.) or engaging in disrespectful behaviour towards lesbian, gay, bisexual or transgender people (LGBT)...?

...in everyday life (family, school, work, recreation, etc.)

Base: Those who have witnessed this type of situation before



Disparaging Remarks and Disrespectful Behaviour towards LGBT People: In Everyday Life (continued)

QF3_1 (QF31X, QF31Z). Personally, have you ever reproached someone about making disparaging remarks (jokes, nicknames, puns, insults, etc.) or engaging in disrespectful behaviour towards lesbian, gay, bisexual or transgender people (LGBT)...?

...in everyday life (family, school, work, recreation, etc.)

Base: Those who have witnessed this type of situation before

Base: Those who have witnessed this type of situation before	Total Canada	Atlantic	Québec	Ontario	MB/SK	Alberta	British Columbia
n=	1,106	78	317	421	84	95	111
TOTAL: Have made this type of reproach before	65%	66%	71%	62%	57%	57%	72%
I often do	16%	17%	16%	16%	19%	10%	19%
I occasionally do	49%	49%	55%	46%	39%	46%	53%
I never do	30%	34%	26%	34%	36%	30%	25%
Refusal	4%	-	3%	4%	6%	13%	3%

The proportion of respondents who **often** reproach someone for making disparaging remarks or engaging in disrespectful behaviour towards LGBT people **in everyday life** is significantly higher among:

- Women (21%)
- 18-24 year olds (29%)
- Students (29%)
- Homosexual people (27%) and bisexual people (38%)

The proportion of respondents who **occasionally** reproach someone for making disparaging remarks or engaging in disrespectful behaviour towards LGBT people **in everyday life** is significantly higher among:

- Francophones (58%)
- Respondents with a gross annual household income of \$100K or more (57%)
- Professionals (56%)
- Respondents with a university level education (55%)
- Heterosexual people (51%) and cisgender people (51%)

The proportion of respondents who **never** reproach someone for making disparaging remarks or engaging in disrespectful behaviour towards LGBT people **in everyday life** is significantly higher among:

- Residents of Ontario (34%)
- Men (34%)
- Retirees (37%)
- Heterosexual people (32%)

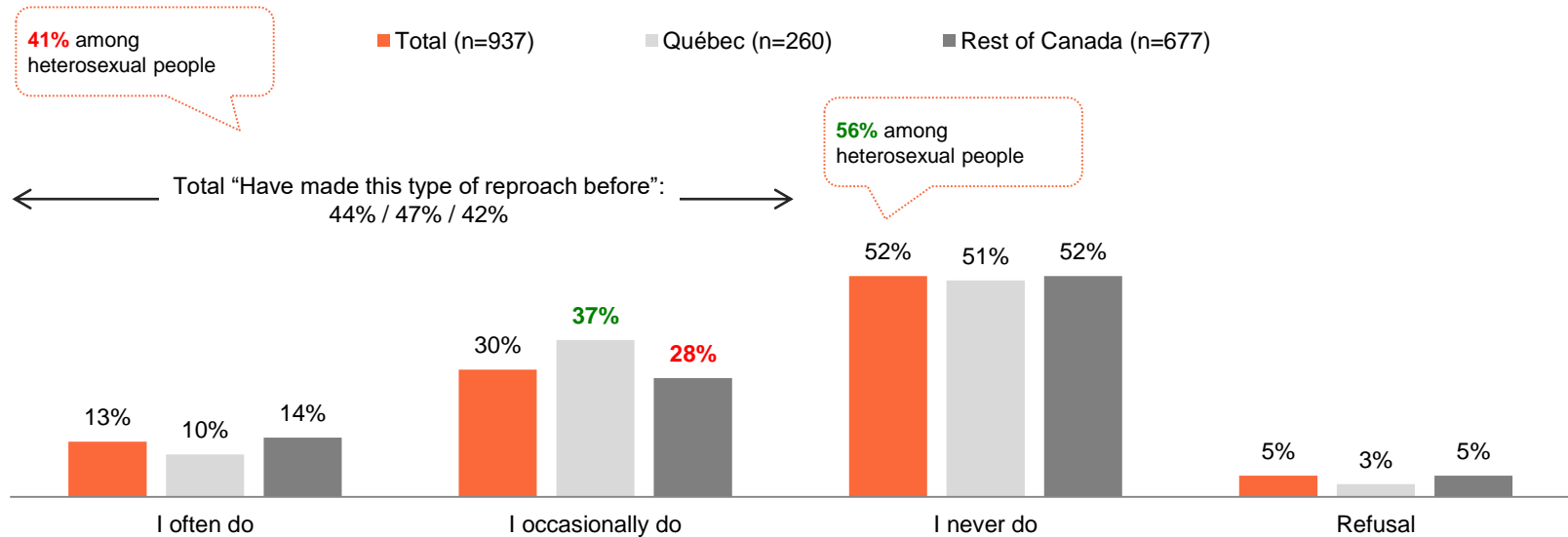
Disparaging Remarks and Disrespectful Behaviour towards LGBT People: On the Internet

- In total, at least half (44%) of Canadians who have witnessed disparaging remarks and disrespectful behaviour towards lesbian, gay, bisexual and transgender people on the Internet, said they had reproached the guilty party; 13% asserted they did so often.
- It should be noted that half (52%) of Canadians who have witnessed this type of situation before said they never rebuked the guilty party.

QF3_2 (QF32X, QF32Z). Personally, have you ever reproached someone about making disparaging remarks (jokes, nicknames, puns, insults, etc.) or engaging in disrespectful behaviour towards lesbian, gay, bisexual or transgender people (LGBT)...?

...on the Internet (Facebook, Twitter, blog, other social networks)

Base: Those who have witnessed this type of situation before



Disparaging Remarks and Disrespectful Behaviour towards LGBT People: On the Internet (continued)

QF3_2 (QF32X, QF32Z). Personally, have you ever reproached someone about making disparaging remarks (jokes, nicknames, puns, insults, etc.) or engaging in disrespectful behaviour towards lesbian, gay, bisexual or transgender people (LGBT)...?

...on the Internet (Facebook, Twitter, blog, other social networks)

Base: Those who have witnessed this type of situation before

Base: Those who have witnessed this type of situation before	Total Canada	Atlantic	Québec	Ontario	MB/SK	Alberta	British Columbia
n=	937	74	260	350	71	84	98
TOTAL: Have made this type of reproach before	44%	49%	47%	40%	39%	32%	54%
I often do	13%	21%	10%	13%	9%	9%	21%
I occasionally do	30%	28%	37%	27%	30%	23%	34%
I never do	52%	51%	51%	55%	55%	55%	43%
Refusal	5%	1%	3%	5%	5%	14%	3%

The proportion of respondents who often reproach someone for making disparaging remarks or engaging in disrespectful behaviour towards LGBT people **on the Internet** is significantly higher among:

- Residents of British Columbia (21%)
- 18-24 year olds (24%)
- Anglophones (16%)
- Parents of children (17%)
- Homosexual people (29%) and bisexual people (40%)

The proportion of respondents who occasionally reproach someone for making disparaging remarks or engaging in disrespectful behaviour towards LGBT people **on the Internet** is significantly higher among:

- Residents of Québec (37%)
- 25-34 year olds (38%) and 35-44 year olds (38%)
- Manual workers (46%)
- Cisgender people (32%)

The proportion of respondents who never reproach someone for making disparaging remarks or engaging in disrespectful behaviour towards LGBT people **on the Internet** is significantly higher among:

- 55-64 year olds (62%) and those 65 and over (69%)
- Retirees (67%)
- Heterosexual people (56%)



Profile of Respondents

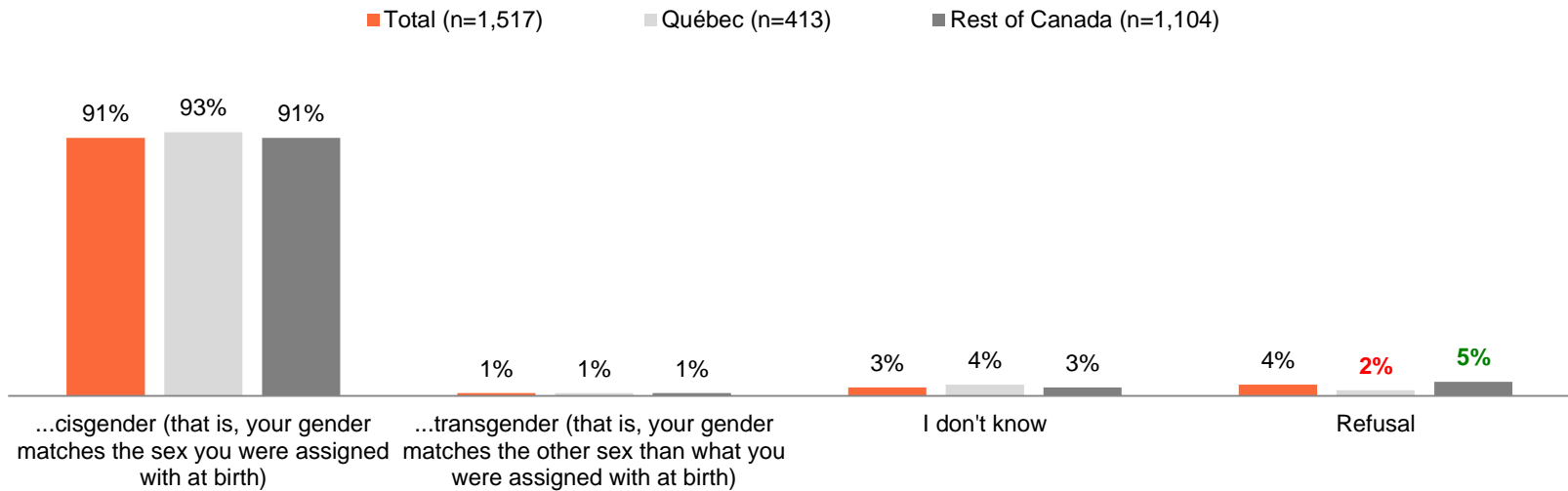
Gender Identity

QF4_1. Still for classification purposes, we would need some additional statistical information.

The next question is about your **gender identity**.

Do you consider yourself...?

Base: All respondents



Sexual Orientation

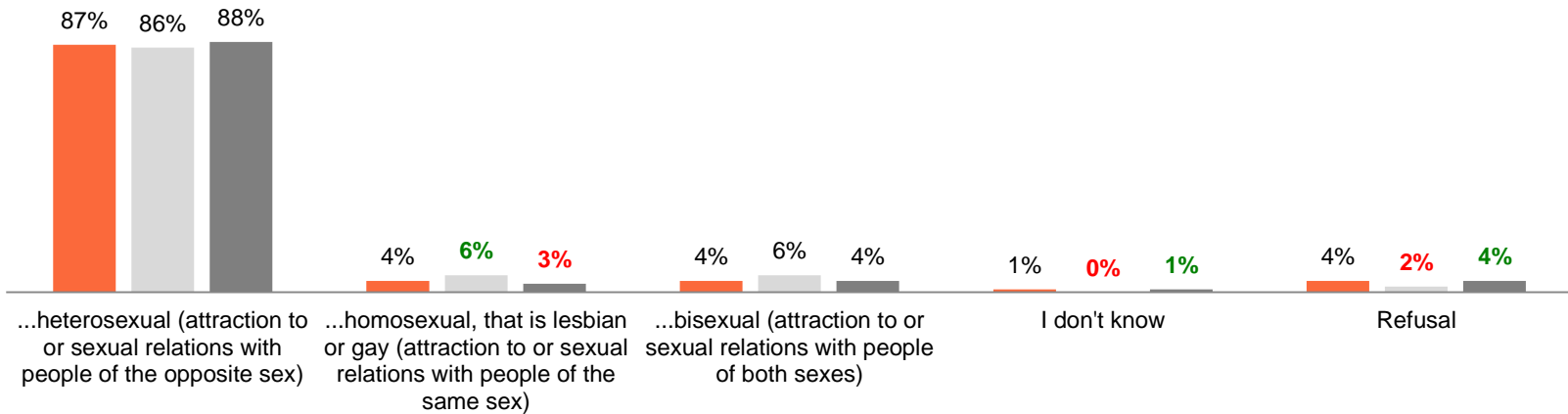
QF4_2. Still for classification purposes, we would need some additional statistical information.

The next question is about your **sexual orientation**.

Do you consider yourself...?

Base: All respondents

■ Total (n=1,517)
 ■ Québec (n=413)
 ■ Rest of Canada (n=1,104)



Profile of Respondents

	TOTAL
n=	1,517
Gender	
Male	48%
Female	52%
Age	
18 to 24 years old	12%
25 to 34 years old	16%
35 to 44 years old	17%
45 to 54 years old	20%
55 to 64 years old	17%
65 to 74 years old	19%
Language	
Francophones	21%
Anglophones	57%
Other	20%
Education	
Primary / High school	32%
College	29%
University	37%
Children	
Yes	29%
No	71%

	TOTAL
n=	1,517
Region	
Atlantic	7%
Québec	24%
Ontario	39%
Prairies (Manitoba, Saskatchewan)	7%
Alberta	11%
British Columbia	13%
Occupation	
Service / Sales / Office	20%
Manual worker	8%
Professional	25%
Homemaker	6%
Student	5%
Retired	23%
Unemployed	4%
Household Income	
-\$40K	26%
\$40K-\$59K	16%
\$60K-\$79K	14%
\$80K-\$99K	10%
\$100K or over	18%
Refusal	16%

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