



## Canadian Opinion Poll

FONDATION ÉMERGENCE

### PAN-CANADIAN OMNIBUS STUDY

# Perceptions and Opinions of Canadians regarding Homosexual People

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# Introduction

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## Study Context and Purpose

Léger Marketing was commissioned by the *Fondation Émergence* organization to poll Canadians on their perceptions and opinions regarding homosexual people.

## Methodology

This study was conducted by Léger Marketing through telephone interviews among a representative sample of 1,502 English- or French-speaking Canadians, 18 years of age or older.

The interviews were conducted from our Montreal and Winnipeg call centres from April 18 to April 25, 2007. Up to ten call-backs were made in the case of non-response.

Using data from Statistics Canada, the results were weighted according to gender, age, region and mother tongue to ensure a sample representative of the entire adult Canadian population.

In the end, the maximum margin of error obtained for a sample of 1,502 respondents is  $\pm 2.6$ , 19 times out of 20.

## Note to Readers

- Results are presented in the form of graphs according to respondents' region of residence.
- Since data presented in graphs and tables has been rounded out, column totals may not equal 100%.
- In the tables, **green** numbers indicate a significantly **higher** proportion than other respondents and **red** numbers indicate a significantly **lower** proportion.

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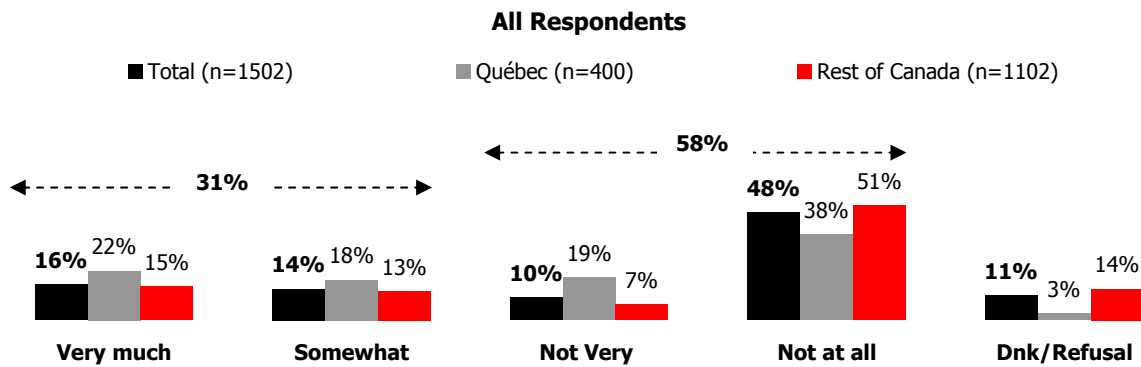
## Research Results

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## 1. The Impact of the Parents' Education on Sexual Orientation

- ❖ For nearly six out of ten Canadians (**58%**), **the parents' education is not a deciding factor** in the sexual orientation of their children.
  - ⇒ This is especially the case for Anglophones, professionals and people that have more education.
- ❖ Less than a third of Canadians (31%) believe that sexual orientation is determined by the parents' education.
  - ⇒ This trend is observed more among men, seniors and Quebecers.
- ❖ The proportion of respondents who could not or did not want to respond is 11%.

QG1. Is the parents' education a deciding factor in the sexual orientation of their children?  
Is it **VERY MUCH**, **SOMEWHAT**, **NOT VERY** or **NOT AT ALL**?



Base: All Respondents	Total Canada (n=1502)	Maritimes (n=102)	Québec (n=400)	Ontario (n=600)	Prairies (n=125)	Alberta (n=125)	B.C. (n=150)
<b>TOTAL DECIDING FACTOR</b>	<b>31</b>	<b>36</b>	<b>40</b>	<b>29</b>	<b>24</b>	<b>28</b>	<b>24</b>
Very much	16	20	22	15	11	15	13
Somewhat	14	16	18	14	13	13	12
<b>TOTAL LESS OF A DECIDING FACTOR</b>	<b>58</b>	<b>55</b>	<b>57</b>	<b>59</b>	<b>59</b>	<b>55</b>	<b>60</b>
Not very	10	8	19	6	10	6	6
Not at all	48	48	38	52	49	49	53
Don't know / Refusal	11	9	3	13	17	17	16

- ❖ The following table presents the characteristics of respondents who think that the parents' education is ...

**...deciding factor in the sexual orientation of their children**

- ▶ Men (33%)
- ▶ People 65 years of age or older (42%)
- ▶ Quebeckers (40%)
- ▶ Francophones (37%)
- ▶ Allophones (45%)
- ▶ People whose gross annual income is \$40,000 or less (36%)
- ▶ Manual workers (38%) and retirees (42%)
- ▶ People with an elementary (57%) and high school (38%) education

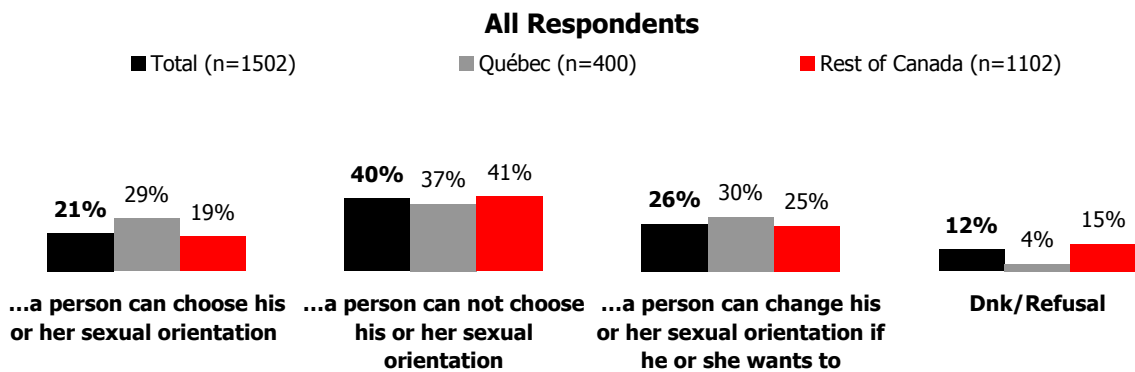
**... not much of a deciding factor in the sexual orientation of their children**

- ▶ People between 25 and 34 years of age (66%)
- ▶ Anglophones (63%)
- ▶ People whose gross annual income is \$60,000 or more (68%)
- ▶ Professionals (73%)
- ▶ People with a university education (69%)

## 2. Perceptions on Choosing Sexual Orientation

- ❖ It would seem that Canadians are polarized when it comes to choosing your sexual orientation.
  - ❖ Thus, two respondents out of five (40%) say that a person can not choose his or her sexual orientation. On the other hand, a quarter of Canadians (26%) believe it is possible to change your sexual orientation, while one fifth (21%) are of the opinion that individuals can choose their sexual orientation.
- ⇒ In general, it is mainly women, Anglophones, professionals, and more educated and affluent respondents who believe that people can not choose their orientation.

QG2. Among the following affirmations, WHICH ONE corresponds best to your beliefs?



Base: All Respondents	Total Canada (n=1502)	Maritimes (n=102)	Québec (n=400)	Ontario (n=600)	Prairies (n=125)	Alberta (n=125)	B.C. (n=150)
	%	%	%	%	%	%	%
...a person can choose his or her sexual orientation	21	20	29	21	11	21	16
...a person can not choose his or her sexual orientation	40	47	37	41	47	39	40
...a person can change his or her sexual orientation if he or she wants to	26	23	30	24	25	25	29
...Don't know / Refusal	12	9	4	14	17	15	16

◆ The following table presents the characteristics of respondents who think that...

**...A person can choose his or her sexual orientation**

- ▶ Men (24%)
- ▶ Francophones (29%)
- ▶ Quebeckers (29%)
- ▶ Manual workers (28%)
- ▶ People with a high school education (26%)

**... A person can not choose his or her sexual orientation**

- ▶ Women (44%)
- ▶ Anglophones (45%)
- ▶ Professionals (46%)
- ▶ People with a university education (51%)
- ▶ People whose gross annual household income is \$80,000 or more (47%)

**... A person can change his or her sexual orientation**

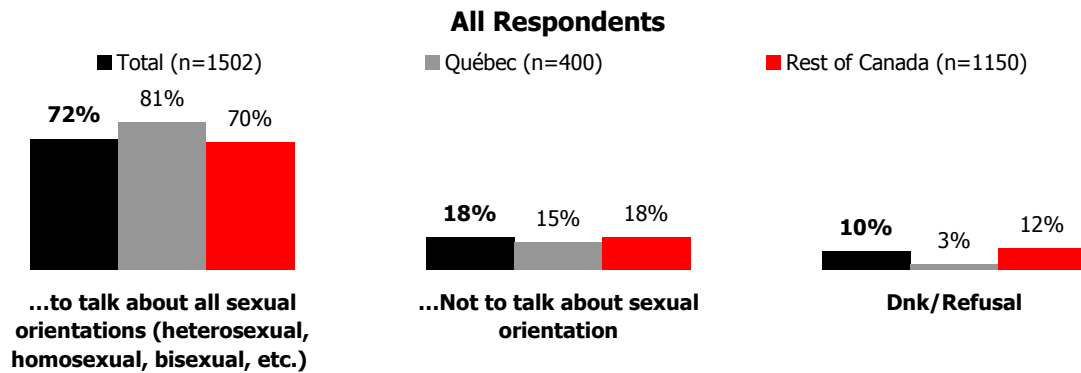
- ▶ Francophones (31%)
- ▶ People who work in the service, sales or office work sectors (32%)
- ▶ People who have a high school education (32%)

### 3. The Topic of Sexual Orientation in Sex Education

- ◆ The majority of Canadians (72%) are of the opinion that it is preferable to talk about all sexual orientations when broaching the subject of sex education with young people.

⇒ This trend is observed more among Francophones and Quebecers.

QG2. When talking to young people about sex education, is it preferable...?



Base: All Respondents	Total Canada (n=1502)	Maritimes (n=102)	Québec (n=400)	Ontario (n=600)	Prairies (n=125)	Alberta (n=125)	B.C. (n=150)
	%	%	%	%	%	%	%
... to talk about all sexual orientations (heterosexual, homosexual, bisexual, etc.)	<b>72</b>	77	<b>81</b>	<b>68</b>	70	68	72
...not to talk about sexual orientation	<b>18</b>	11	15	20	14	17	20
...don't know / refusal	<b>10</b>	12	<b>3</b>	<b>13</b>	<b>15</b>	15	8

- ❖ The following table presents the characteristics of respondents who think that in terms of sex education, we should...

**...Talk about all sexual orientations**

- ▶ Quebeckers (81%)
- ▶ Francophones (81%)
- ▶ Professionals (77%)

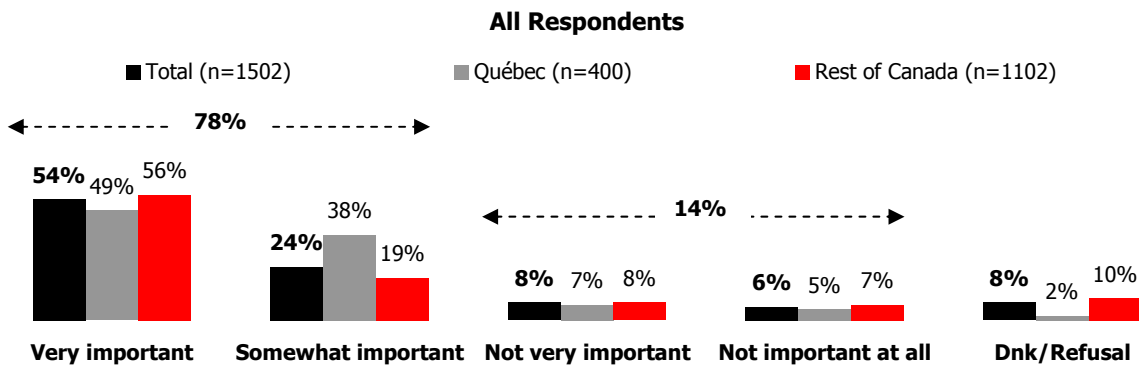
**...Not talk about sexual orientation**

- ▶ Men (20%)
- ▶ Manual workers (25%)
- ▶ People with a high school education (21%)

## 4. The Importance of Parents Knowing the Sexual Orientation of their Children

- ❖ The majority of Canadians (78%) believe it is important for parents to know the sexual orientation of their child.
  - ⇒ This is especially true for women, Francophones and Quebeckers.
- ❖ However, one respondent out of seven (14%) does not consider this important.
  - ⇒ This trend is observed more among men and Anglophones.
- ❖ The proportion of respondents who could not or did not want to answer is 8%.

QG4. For parents, is it *VERY*, *SOMEWHAT*, *NOT VERY* or *NOT IMPORTANT AT ALL* to know the sexual orientation of their child?



Base: All Respondents	Total Canada (n=1502)	Maritimes (n=102)	Québec (n=400)	Ontario (n=600)	Prairies (n=125)	Alberta (n=125)	B.C. (n=150)
<b>TOTAL IMPORTANT</b>	<b>78</b>	<b>77</b>	<b>87</b>	<b>75</b>	<b>71</b>	<b>78</b>	<b>73</b>
Very important	54	64	49	55	47	57	55
Somewhat important	24	13	38	20	24	20	18
<b>TOTAL LESS IMPORTANT</b>	<b>14</b>	<b>15</b>	<b>11</b>	<b>15</b>	<b>17</b>	<b>12</b>	<b>17</b>
Not very important	8	8	7	9	6	6	10
Not important at all	6	7	5	6	11	6	8
Don't know / Refusal	8	8	2	10	12	10	10

- ◆ The following table presents the characteristics of respondents who think that knowing their child's sexual orientation is...

**...Important**

- ▶ Women (81%)
- ▶ People between 35 and 44 years of age (83%)
- ▶ Quebeckers (87%)
- ▶ Francophones (87%)
- ▶ People with a college education (82%)

**... Not very important**

- ▶ Men (17%)
- ▶ Anglophones (16%)
- ▶ People with a high school education (17%)

## **Profile of Respondents**

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	<b>Total n=1502</b>
<b>Gender</b>	
Male	48%
Female	52%
<b>Age</b>	
18-24 years of age	12%
25-34 years of age	18%
35-44 years of age	22%
45-54 years of age	19%
55-64 years of age	13%
65 years of age and older	16%
<b>Mother Tongue</b>	
French	22%
English	59%
Other	18%
<b>Level of Education</b>	
Elementary	3%
High school	32%
College	30%
University	32%
<b>Regions</b>	
Maritimes	8%
Quebec	23%
Ontario	39%
Prairies	7%
Alberta	10%
British Columbia	13%
<b>Occupation</b>	
Service / sales / office	20%
Manual worker	11%
Professional	21%
Homemaker	5%
Student	7%
Retired	20%
Unemployed	2%
<b>Annual Household Income</b>	
Less than \$19,999	8%
\$20,000 to \$ 39,999	14%
\$40,000 to \$59,999	17%
\$60,000 to \$79,999	13%
\$80,000 or more	25%

# Questionnaire

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**QG1:**

Is the parents' education a deciding factor in the sexual orientation of their children? Is it VERY MUCH, SOMEWHAT, NOT VERY or NOT AT ALL?

- Very much..... 1
  - Somewhat..... 2
  - Not very..... 3
  - Not at all..... 4
  - Don't know/Refusal..... 9
- 
- 

**QG2:**

Among the following affirmations, which one corresponds best to your beliefs?

READ 3 CHOICES - ONE ANSWER ONLY

- ... A person can choose his or her sexual orientation..... 1
  - ... A person cannot choose his or her sexual orientation ..... 2
  - ... A person can change his or her sexual orientation if he or she wants to..... 3
  - Don't know/Refusal..... 9
- 
- 

**QG3:**

When talking to young people about sex education is it preferable...?

READ 2 CHOICES

- ... to talk about all sexual orientations (heterosexual, homosexual, bisexual, etc.)..... 1
  - ... Not to talk about sexual orientation ..... 2
  - Don't know/Refusal..... 9
- 
- 

**QG4:**

For parents, is it VERY, SOMEWHAT, NOT VERY or NOT IMPORTANT AT ALL to know the sexual orientation of their child?

- Very important..... 1
  - Somewhat important..... 2
  - Not very important..... 3
  - Not important at all..... 4
  - Don't know/Refusal..... 9
- 
-