

CANADIAN PRESS / LEGER MARKETING

Canadian Perceptions of Homosexuality

Executive Report

June 22, 2001



1.0 Study Report

- 2.1 When asked if they felt homosexuals were just like everyone else, more than three-quarters of the population said they thought so.

(n=)	YES	NO	DNK/REFUSAL
1507	77.3%	19.2%	3.4%

- 2.2 Three out of four Canadians feel that homosexuals should have the same rights as heterosexuals.

(n=)	YES	NO	DNK/REFUSAL
1507	75.7%	19.5%	4.7%

- 2.3 A majority of Canadians would give homosexuals the following rights: access to same-sex marriages, the right to adopt children and access to the same tax benefits as heterosexual couples.

(n=)	Access to marriage	Right to adopt	Right to tax breaks	None of those rights	Dnk/refusal
1507	65.4%	53.1%	74.5%	18.6%	2.2%

- 2.4 Less than five individuals out of one hundred, say they have previously been attracted to a person of the same sex.

(n=)	YES	NO	Dnk/refusal
1507	4.6%	94.2%	1.2%

- 2.5 Less than three individuals out of one hundred say they have had a sexual relationship with a person of the same sex.

(n=)	YES	NO	Dnk/refusal
1507	2.6%	95.8%	1.6%

2.0 Study Results

2.1 Homosexuals are seen as being like everyone else.

According to 77.3% of Canadians, homosexuals are considered to be just like everyone else. A proportion of 19.3% of the population does not share this point of view.

The idea that homosexuals are like everyone else is more prevalent in Quebec (88.9%) and less so in the Prairies (62.6%).

Canadians who have the most positive view of homosexuals are those who are active in the workforce (81.1%), women (81.2%), individuals in the 25- to 34-age bracket (83.9%), Canadians who work in sales or in white-collar jobs (84.7%), those who are University-educated and those who have an annual household income between \$40,000 and \$60,000 (84.8%).

Canadians who have the most negative attitude towards homosexuals are males (23%), individuals who are 65 years old or more (31.8%), retirees (32.5%), individuals with an annual household income of \$20,000 or less (29.9%) and those who are neither French- or English-speaking.

Q1 IN YOUR OPINION, ARE HOMOSEXUALS THE SAME AS EVERYONE ELSE? N 1507	YES	NO	Dnk/ref
Maritimes	84.2%	12.7%	3.2%
Quebec	88.9%	9.5%	1.6%
Ontario	73.4%	22.9%	3.8%
Prairies	62.6%	32.2%	5.3%
Alberta	62.9%	30.3%	6.8%
British Columbia	81.5%	15.8%	2.7%
Canada	77.3%	19.2%	3.4%

2.2 Homosexuals should have the same rights as heterosexuals

A proportion of 75.7% of respondents feel that homosexuals should have the same rights as heterosexuals while 19.5% think otherwise.

The proportion favourable to granting the same rights to homosexuals is greater in Quebec and in the Maritimes. (85.5% in both cases). It reaches its lowest level in the Prairies (67.3%).

Students (90.2%) and individuals in the 18- to 24-age bracket (89.4%) are proportionally more numerous in favouring equal rights for homosexuals. The highest proportion of those opposed to same-sex rights can be found among individuals who have neither French or English as their mother tongue (34.9%), retirees (27.6%), individuals with a household income of \$20,000 or less (27.6%) and Canadians who live in Ontario.

Q2 IN YOUR OPINION SHOULD HOMOSEXUALS HAVE THE SAME RIGHTS AS HETEROSEXUALS? N 1507	YES	NO	Dnk/ Refusal
Maritimes	85.5%	9.1%	5.3%
Quebec	85.5%	12.0%	2.5%
Ontario	69.8%	23.8%	6.4%
Prairies	67.3%	29.9%	6.4%
Alberta	71.5%	24.7%	3.7%
British Columbia	76.5%	18.1%	5.5%
Canada	75.7%	19.5%	4.7%

2.3 Should homosexuals be given access to same-sex marriages, the right to adopt and the same tax breaks as heterosexuals?

The level of agreement with regards to same-sex rights varies among the Canadian population. A total of 74.5% of Canadians agree with granting homosexuals the more practical of these rights, that is, the same tax breaks as heterosexual couples. Access to same-sex marriages gains the approval of 65.4% of Canadians while the right to adopt obtains the approval of 53.1% of them. However, a total of 18.6% do not agree with granting any of these rights to homosexuals.

Among the individuals who approve the idea of similar tax breaks for homosexuals, we find Canadians between the ages of 18 and 35 (85.0%), Francophones (87.0%), Quebec residents (85.8%), students (88.6%) and University-educated individuals (80.2%).

Same-sex marriage rights are approved by a greater proportion of salespeople and white-collar workers (73.6%), those with an annual household income between \$40,000 and \$60,000 (74.0%), individuals who are University-educated (73.3%), those who are between the ages of 18 and 34 (80.5%), Francophones (77.8%) and residents of Quebec (76.5%).

When it comes to the right to adopt children, women (57.3%), individuals between the ages of 18 and 24 (72.6%) and residents of the Maritimes (67.6%) appear more in favour with the granting of this particular right.

We also note that the elderly are opposed in greater number to the granting of any of these rights to homosexuals. Stay-at-home individuals (29.6%), retired Canadians (27.2%), those in the lower income bracket (24.3%), those with the least schooling (32.1%), individuals of 65 years old or more (36.9%) and residents of the Prairies and of Alberta (28.5%) disagree with the granting of same-sex rights in a higher proportion.

Q4 IN YOUR OPINION, SHOULD WE GRANT HOMOSEXUALS THE FOLLOWING LEGAL RIGHTS? n=1507	Same-sex marriage	Child Adoption	Same tax breaks as heterosexuals	None of these rights	Dnk/ Ref
Maritimes	73.8%	67.6%	78.5%	14.6%	2.2%
Quebec	76.5%	57.1%	85.8%	10.8%	0.4%
Ontario	60.2%	49.0%	69.8%	21.8%	3.1%
Prairies	56.2%	42.8%	69.0%	28.6%	0.7%
Alberta	54.6%	46.7%	67.5%	28.4%	2.4%
British Columbia	67.5%	59.1%	72.8%	14.1%	3.8%
Canada	65.4%	53.1%	74.5%	18.6%	2.1%

2.4 Less than 5% of Canadians have been attracted to a person of the same sex while 2.6% of Canadians have had a sexual relationship with a person of the same sex.

A total of 4.6% of respondents have been attracted to a person of the same sex while 2.6% of them have had a sexual relationship with a person of the same sex. No Albertans mentioned having this type of relationship.

3.0 Methodology

This study was conducted by Leger Marketing through telephone interviews among a representative sample of 1507 English- or French-speaking Canadians, 18 years of age or older.

The interviews were conducted from our Montreal and Winnipeg call centres between June 5 and 13, 2001. Up to ten recalls were made in the case of non-response.

Using data from Statistics Canada, the results were weighted according to geographic location, gender and language spoken at home to ensure a sample representative of the entire Canadian adult population. Finally, the maximum margin of error obtained for a sample of 1507 respondents, is of $\pm 2.6\%$, 19 times out of 20.