

Research Report

Annual Report – 2020 Edition



DATE: April 29, 2020

PROJECT NUMBER: 12717-023

Leger

Leger

—
We know Canadians

Table of Contents

Context, Objectives & Methodology	3
Detailed Results	5
1. People who belong to another sexual or gender minority: Knowing someone in the immediate family and acceptance	6
2. Awareness of the International Day Against Homophobia and Transphobia and its awareness campaigns	19
Profile of Respondents	22

The background of the slide is a composite image. It shows a person's hands pointing at a digital architectural drawing overlaid on a cityscape. The drawing includes various technical elements such as dimensions (e.g., 0.02 m, 0.03 m, 0.04 m), notes for drawing elements, a scale bar, and a grid system. The overall aesthetic is modern and technical, with a blue and white color palette and a semi-transparent dark grey banner at the bottom.

Context, Objectives & Methodology

Context, Objectives & Methodology

Fondation Émergence mandated Léger to find out how Quebecers and Canadians accept the sexual or gender identity of their loved ones who belong to a sexual minority (homosexual, bisexual or pansexual, trans or non-binary, or other), and also to measure awareness of the International Day Against Homophobia and Transphobia and its awareness campaigns.

Methodology

This study was conducted online from April 9 to April 13, 2020 with a random sample of 1,508 Canadians from *LEO'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, minors 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. The green and red arrows (↑ ↓) indicate statistically significant variations from the results obtained in 2005, where applicable.

A blurred background image showing a business meeting. In the foreground, there are several documents with blue bar charts and line graphs. Two people in business attire are seated at a table, each with an open notebook and a pen, appearing to be in a discussion or analysis phase. The overall scene is professional and focused on data analysis.

Detailed Results



1. People who belong to another sexual or gender minority:
Knowing someone in the immediate family and acceptance

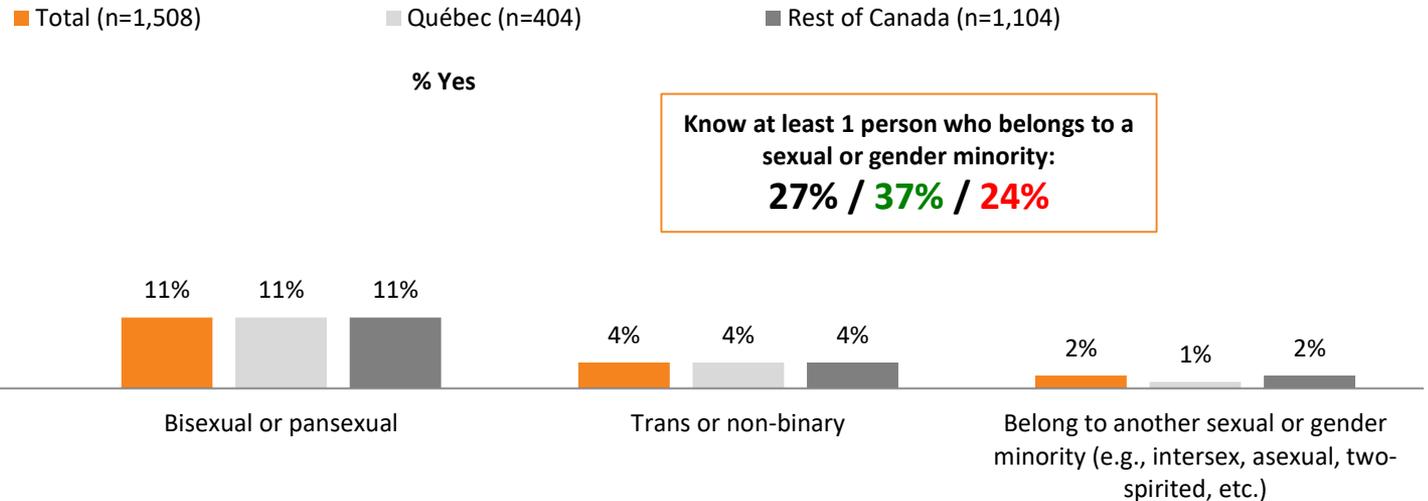
Knowing people who belong to a sexual or gender minority in their immediate family

– Summary

- Slightly more than one quarter of Canadians (27%) know at least one person who belongs to a sexual or gender minority in their immediate family, with 20% who know someone who is homosexual.
 - This proportion is significantly higher among Quebecers (37%) than among residents in the rest of Canada (24%).

CFE1R1-CFE1R4. In your immediate family, do you know any people who are...?

Base: All respondents



Knowing homosexual people in their immediate family – Detailed results

CFE1R1. In your immediate family, do you know any people who are...?

Homosexual

Base: All respondents	Total Canada	Atlantic	Québec	Ontario	MB/SK	Alberta	British Columbia
	n=	1,508	100	404	601	127	125
Yes	20%	22%	33%	16%	19%	9%	19%
No	78%	73%	67%	82%	79%	88%	77%
I prefer not to answer	2%	5%	-	2%	3%	3%	4%

The proportion of respondents who know homosexual people (20%) in their immediate family is significantly higher among:

- 55-64 year-olds (25%)
- Francophones (38%)
- Residents of Québec (33%)
- Those who also know people who are bisexual or pansexual (50%), trans or non-binary (65%) or who belong to another sexual or gender minority (83%) in their immediate family
- Those who have heard about the International Day Against Homophobia and Transphobia (35%)
- Those who have seen at least one of the awareness campaigns (32%)

Knowing bisexual or pansexual people in their immediate family

– Detailed results

CFE1R2. In your immediate family, do you know any people who are...?

Bisexual or pansexual

Base: All respondents	Total Canada	Atlantic	Québec	Ontario	MB/SK	Alberta	British Columbia
n=	1,508	100	404	601	127	125	151
Yes	11%	15%	11%	11%	10%	14%	10%
No	87%	84%	89%	88%	88%	83%	88%
I prefer not to answer	2%	1%	1%	2%	3%	3%	2%

The proportion of respondents who know bisexual or pansexual people (11%) in their immediate family is significantly higher among:

- 18-24 year-olds (18%)
- People who have children (14%)
- Students (17%)
- Respondents with a primary or high school level education (14%)
- Those who also know people who are homosexual (27%), trans or non-binary (49%) or who belong to another sexual or gender minority (67%) in their immediate family
- Those who have heard of the International Day Against Homophobia and Transphobia (16%)
- Those who have seen at least one of the awareness campaign (18%)

Knowing trans or non-binary people in their immediate family

– Detailed results

CFE1R3. In your immediate family, do you know any people who are...?

Trans or non-binary

Base: All respondents	Total Canada	Atlantic	Québec	Ontario	MB/SK	Alberta	British Columbia
n=	1,508	100	404	601	127	125	151
Yes	4%	3%	4%	5%	4%	2%	7%
No	94%	95%	95%	94%	95%	95%	89%
I prefer not to answer	2%	1%	1%	2%	2%	2%	5%

The proportion of respondents who know trans or non-binary (4%) people in their immediate family is significantly higher among:

- 25-34 year-olds (7%)
- Respondents with a gross annual income of less than \$40K (7%)
- People who are unemployed (10%)
- Respondents with a university level education (6%)
- Those who also know people who are homosexual (14%), bisexual or pansexual (19%) or who belong to another sexual or gender minority (69%) in their immediate family
- Those who have heard about the International Day Against Homophobia and Transphobia (7%)
- Those who have seen at least one of the awareness campaigns (8%)

Knowing people who belong to another sexual or gender minority in their immediate family – Detailed results

CFE1R4. In your immediate family, do you know any people who...?

Belong to another sexual or gender minority (e.g., intersex, asexual, two-spirited, etc.)

Base: All respondents	Total Canada	Atlantic	Québec	Ontario	MB/SK	Alberta	British Columbia
n=	1,508	100	404	601	127	125	151
Yes	2%	2%	1%	2%	2%	2%	1%
No	96%	97%	98%	96%	97%	96%	95%
I prefer not to answer	2%	1%	-	2%	2%	2%	4%

The proportion of respondents who know people who belong to another sexual or gender minority (2%) in their immediate family is significantly higher among:

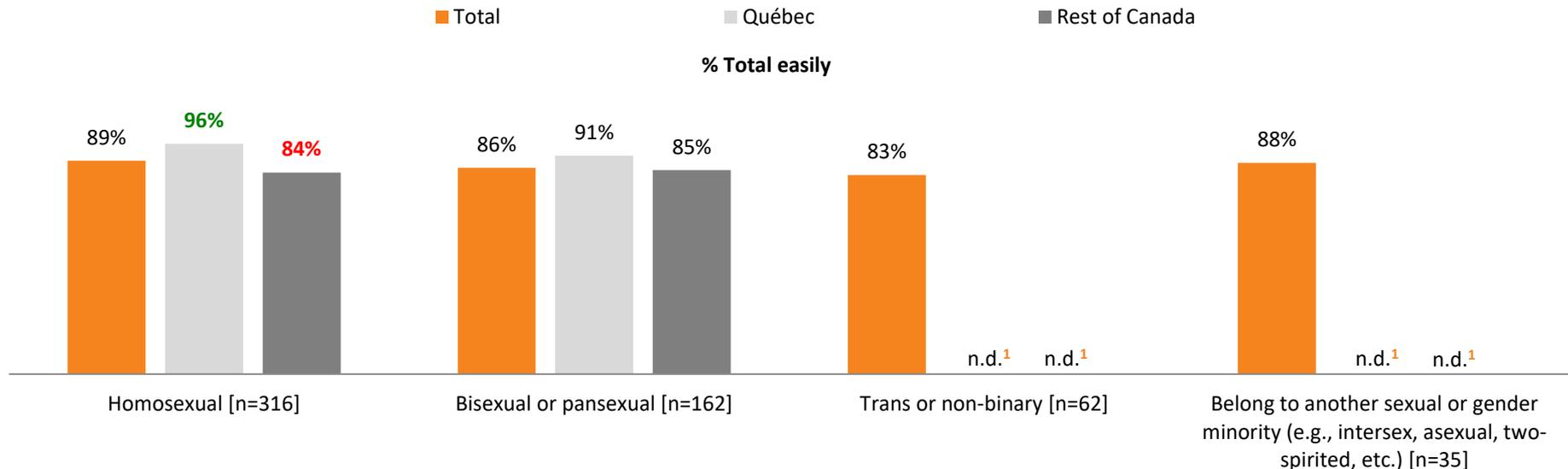
- 25-34 year-olds (4%)
- Respondents with a university level education (4%)
- Those who also know people who are homosexual (8%), bisexual or pansexual (11%) or trans or non-binary (31%) in their immediate family
- Those who have heard about the International Day Against Homophobia and Transphobia (4%)
- Those who have seen at least one of the awareness campaigns (5%)

Easily accepting when a loved ones reveals their sexual or gender identity – Summary

- Overall, a vast majority of Canadians (83% to 89%) said they accepted (very easily + easily) the sexual or gender identity of someone close to them when it was revealed.
 - This proportion is significantly higher among Quebecers than among residents in the rest of Canada.
 - There is no significant difference in acceptance according to the loved one's sexual or gender identity.

CFE2R1-CFE2R4. When you learned of the gender identity of your loved one(s), was this a situation that you accepted? ¹

Base: Respondents who know someone who belongs to a sexual or gender minority in their immediate family



¹ Detail results are not presented for the last two strata because the sample size is too small.

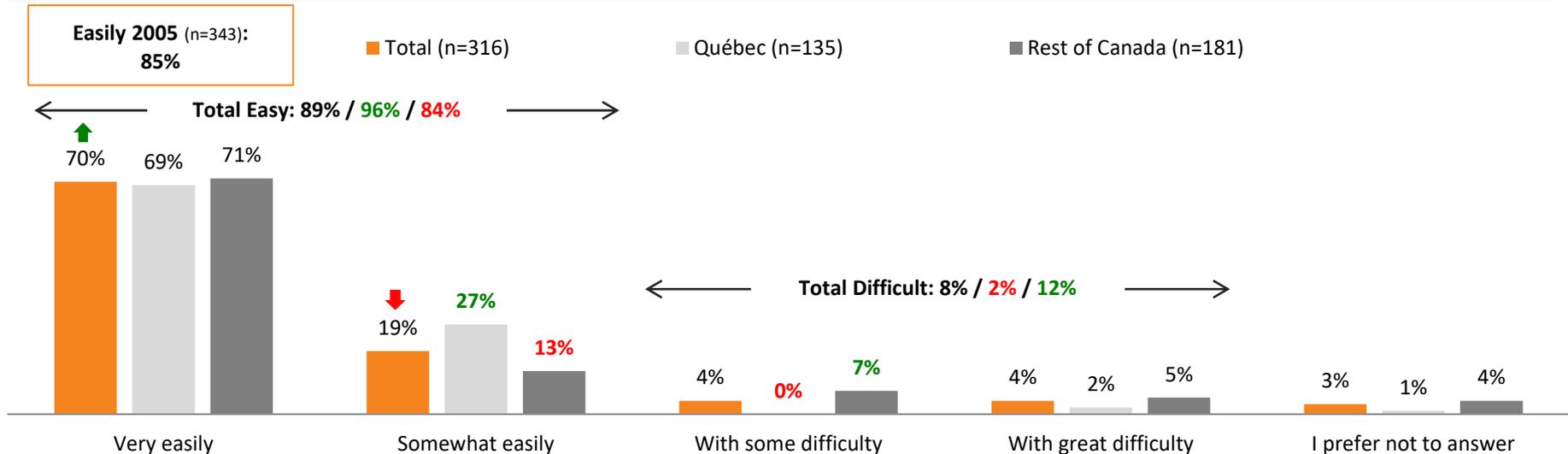
Easily accepting sexual or gender identity when revealed

Of your homosexual loved ones

- A vast majority of Canadians (89% vs. 85% in 2005) said they accepted (very easily + easily) the sexual or gender identity of their homosexual loved one(s) when it was revealed: 70% said they very easily accepted this (vs. 35% in 2005; a significant increase).
 - This proportion is significantly higher among Quebecers (96%) than among residents in the rest of Canada (84%).

CFE2R1. When you learned of the gender identity of your loved one(s), was this a situation that you accepted?

Base: Respondents who know homosexual people in their immediate family



Easily accepting sexual or gender identity when revealed

Of your homosexual loved ones – continued

CFE2R1. When you learned of the gender identity of your loved one(s), was this a situation that you accepted?

Base: Respondents who know <u>homosexual</u> people in their immediate family n=	Total Canada	Atlantic	Québec	Ontario	MB/SK	Alberta	British Columbia
		316	21*	135	94	26*	16*
TOTAL EASY	89%	89%	96%	86%	86%	65%	81%
Very easily	70%	85%	69%	73%	60%	62%	64%
Somewhat easily	19%	4%	27%	13%	27%	3%	16%
TOTAL DIFFICULT	8%	11%	2%	10%	10%	26%	14%
With some difficulty	4%	8%	-	7%	10%	4%	5%
With great difficulty	4%	3%	2%	2%	-	23%	9%
I prefer not to answer	3%	-	1%	4%	3%	8%	6%

The proportion of respondents who say that when they learned about the situation, they easily accepted (89%) the sexual or gender identity of their homosexual loved one(s) is significantly higher among:

- Francophones (97%)
- Residents of Québec (96%)
- Respondents with a gross annual household income of \$100K or more (95%)
- Professionals (96%)
- Those who have heard about the International Day Against Homophobia and Transphobia (94%)

* Small sample size (n<30). Please note that the results in italics are presented for information purposes only.

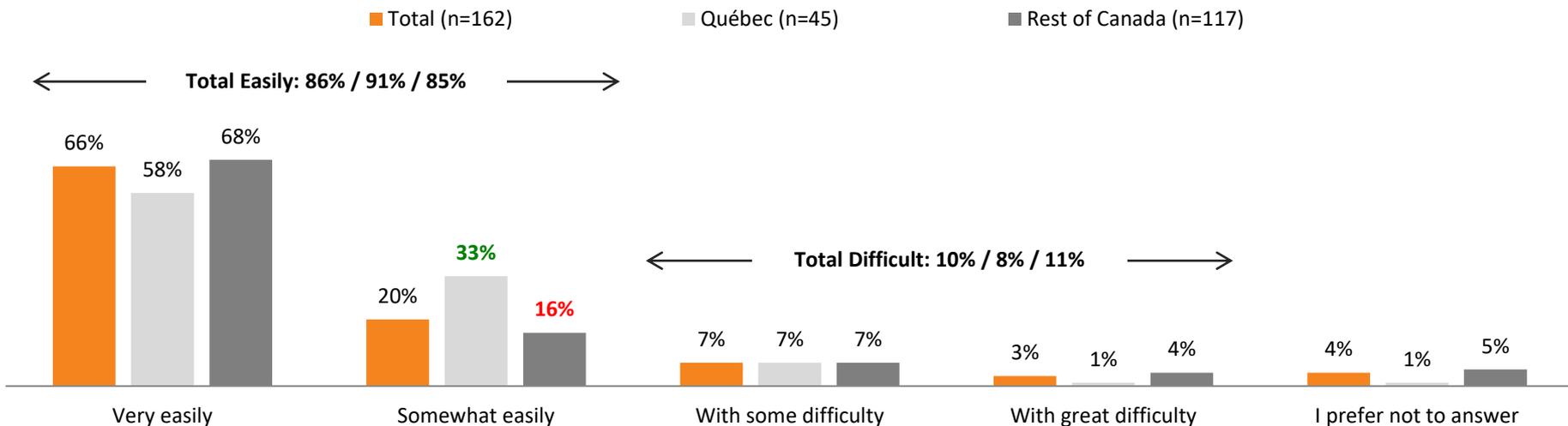
Easily accepting sexual or gender identity when revealed

Of your bisexual or pansexual loved ones

- A vast majority of Canadians (86%) said they accepted (very easily + easily) the sexual or gender identity of their bisexual or pansexual, loved ones when it was revealed, 66% said they accepted this very easily.

CFE2R2. When you learned of the gender identity of your loved one(s), was this a situation that you accepted?

Base: Respondents who know bisexual or pansexual people in their immediate family



Easily accepting sexual or gender identity when revealed

Of your bisexual or pansexual loved one(s) – continued

CFE2R2. When you learned of the gender identity of your loved one(s), was this a situation that you accepted?

Base: Respondents who know people who are <u>bisexual or pansexual</u> in their immediate family	Total Canada	Atlantic	Québec	Ontario	MB/SK	Alberta	British Columbia
n=	162	12*	45	63	12*	16*	14*
TOTAL EASY	86%	84%	91%	93%	92%	65%	79%
Very easily	66%	74%	58%	75%	65%	50%	67%
Somewhat easily	20%	10%	33%	18%	28%	15%	12%
TOTAL DIFFICULT	10%	16%	8%	4%	8%	16%	21%
With some difficulty	7%	8%	7%	4%	8%	-	21%
With great difficulty	3%	8%	1%	-	-	16%	-
I prefer not to answer	4%	-	1%	3%	-	19%	-

The proportion of respondents who say that when they learned about the situation, they easily accepted (86%) the sexual or gender identity of their bisexual or pansexual loved one(s) is significantly higher among:

- People who are actively employed (91%)
- Those who have heard about the Internal Day Against Homophobia and Transphobia (96%)
- Those who have seen at least one of the awareness campaigns(98%)

* Small sample size (n<30). Please note that the results in italics are presented for information purposes only.

Easily accepting your loved one(s) gender or sexual identity when revealed

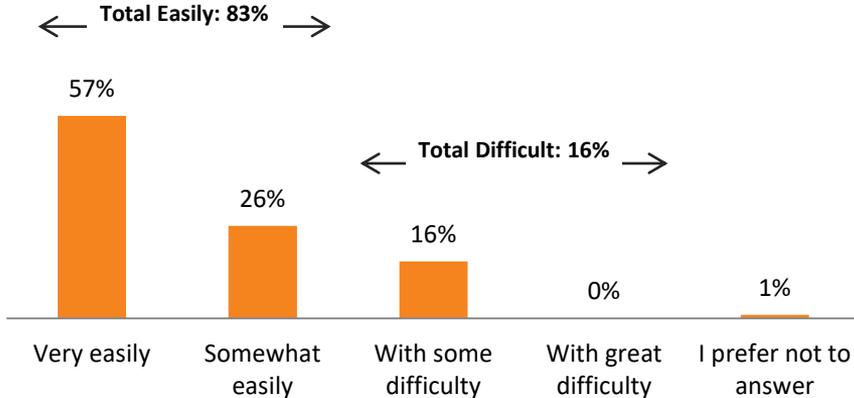
Of your trans or non-binary loved ones / Of your loved ones belonging to another sexual or gender minority

- A vast majority of Canadians said that when they learned about the sexual or gender identity of their loved one(s) who are trans or non-binary (83%) or their loved one(s) who belong to another sexual or gender minority (88%), they easily (very easily + easily) accepted this situation.

CFE2R3. When you learned of the gender identity of your loved one(s), was this a situation that you accepted?¹

Base: Respondents who know people who are trans or non-binary in their immediate family

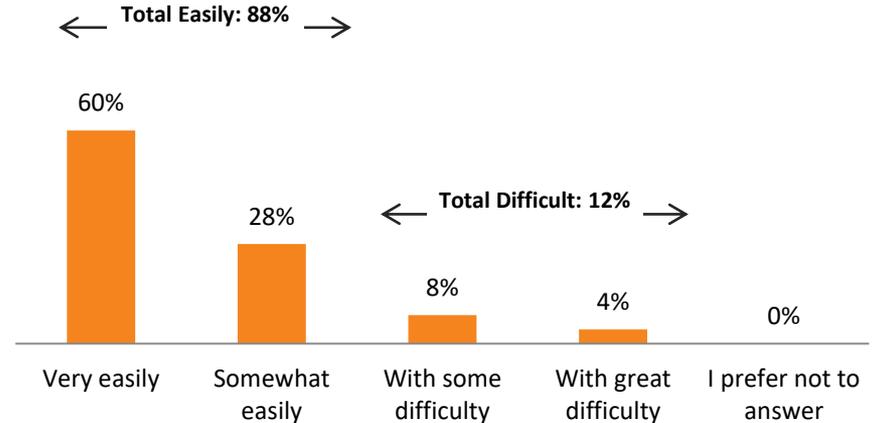
■ Total (n=62)



CFE2R4. When you learned of the gender identity of your loved one(s), was this a situation that you accepted?¹

Base: Respondents who know people who belong to another sexual or gender minority in their immediate family

■ Total (n=35)



¹ Detailed results are not presented given the small sample size.

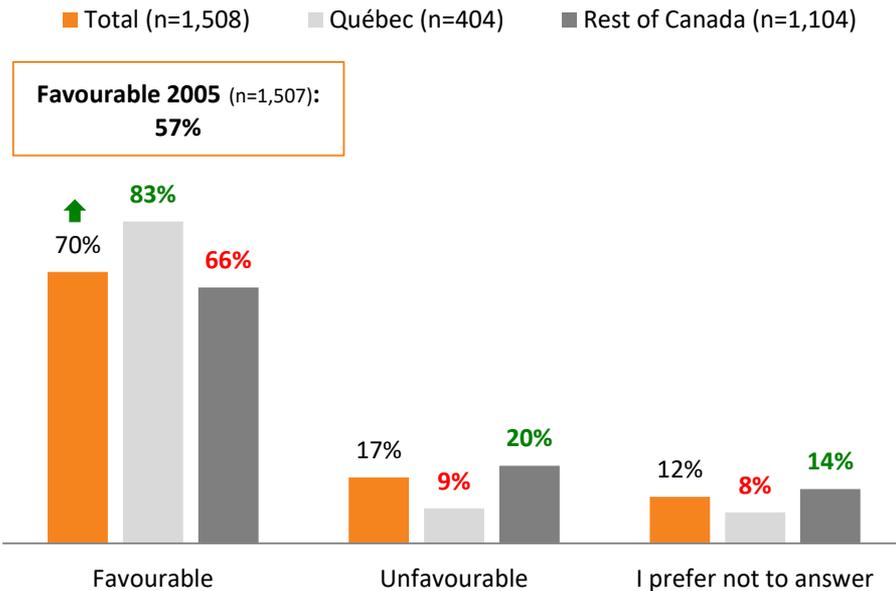
Accepting the union of a close family member with a person of the same sex



- Seven in ten Canadians (70% vs. 57% in 2005; a significant increase) would have a favourable view of a union between a close family member and a person of the same sex, while 17% would have an unfavourable view.
 - This proportion is significantly higher among Quebecers (83%) than among residents in the rest of Canada (66%).

CFE3. If a close family member, such as a brother or sister, told you about their intention to marry someone of the same sex, would you have a favourable or unfavourable view of this union?

Base: All respondents



Base: All respondents	Total Canada	Atlantic	Québec	Ontario	MB/SK	Alberta	British Columbia
n=	1,508	100	404	601	127	125	151
Favourable	70%	73%	83%	66%	61%	60%	72%
Unfavourable	17%	15%	9%	19%	30%	27%	15%
I prefer not to answer	12%	13%	8%	16%	9%	13%	12%

The proportion of respondents who would have an unfavourable view (17%) of the union of a close family member with a person of the same sex is significantly higher among:

- Men (26%)
- Anglophones (19%) and allophones (27%)
- Residents of Manitoba or Saskatchewan (30%) and residents of Alberta (27%)
- People who have children (21%)
- Respondents with a gross annual household income of \$80K to \$99K (24%)
- Those who do not know anyone who belongs to a sexual or gender minority in their immediate family (21%)
- Those who have not heard about the International Day Against Homophobia and Transphobia (19%)



2. Awareness of the International Day Against Homophobia and Transphobia and its awareness campaigns

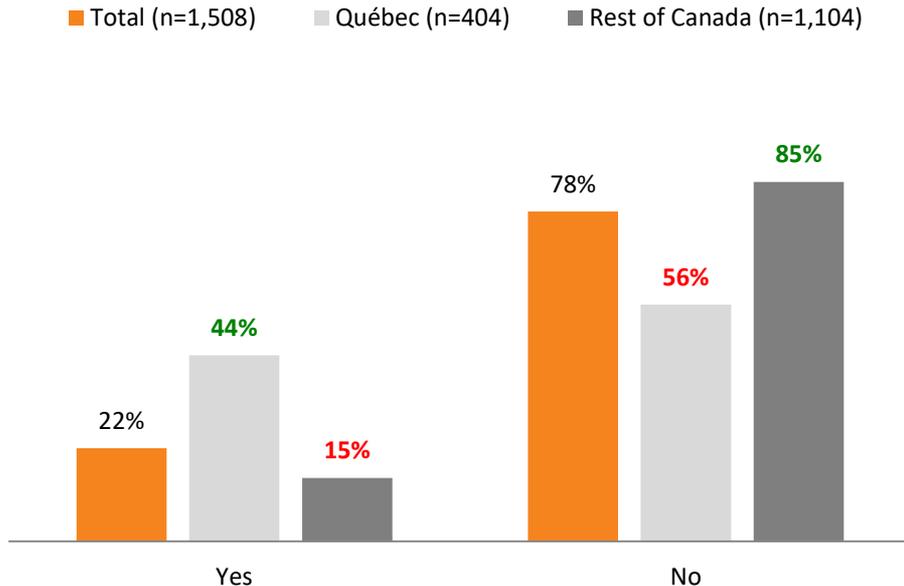
Awareness of the International Day Against Homophobia and Transphobia



- One-fifth of Canadians (22%) have heard of the International Day Against Homophobia and Transphobia, which takes place on May 17.
 - This proportion is significantly higher among Quebecers (44%) than among residents in the rest of Canada (15%).

CFE4. Have you ever heard of the International Day Against Homophobia and Transphobia, which takes place on May 17?

Base: All respondents



Base: All respondents	Total Canada	Atlantic	Québec	Ontario	MB/SK	Alberta	British Columbia
n=	1,508	100	404	601	127	125	151
Yes	22%	24%	44%	17%	10%	13%	10%
No	78%	76%	56%	83%	90%	87%	90%

The proportion of respondents who have heard of the International Day Against Homophobia and Transphobia (22%) is significantly higher among:

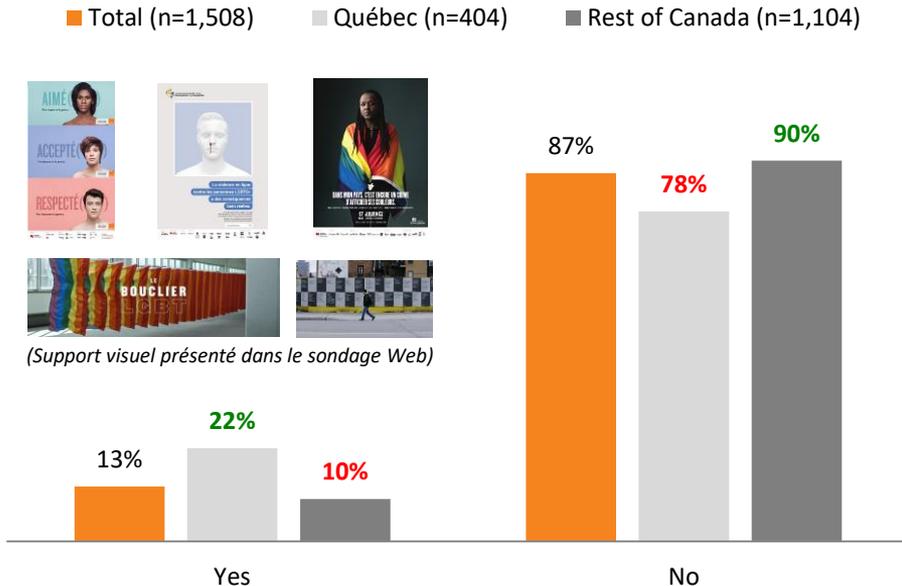
- 25-34 year-olds (34%)
- Francophones (49%)
- Residents of Quebec (44%)
- Respondents with a gross annual household income of \$100K or more (26%)
- People who work in services / sales / offices (29%) and students (30%)
- Respondents with a university level education (26%)
- Those who know at least one person who belongs to a sexual or gender minority in their immediate family (34%)
- Those who have seen at least one of the awareness campaigns (62%)

Aided awareness of advocacy campaigns

- 13% of Canadians have seen one or more of the awareness campaigns for the International Day Against Homophobia and Transphobia.
 - This proportion is significantly higher among Quebecers (22%) than among residents in the rest of Canada (10%).

CFE5. In recent years, there have been awareness campaigns for the International Day Against Homophobia and Transphobia. Examples of materials (poster, pamphlet and video) used in these campaigns are presented below. Have you seen any of these awareness campaigns in the past few years?

Base: All respondents



Base: All respondents	Total Canada	Atlantic	Québec	Ontario	MB/SK	Alberta	British Columbia
n=	1,508	100	404	601	127	125	151
Yes	13%	5%	22%	12%	11%	8%	7%
No	87%	95%	78%	88%	89%	92%	93%

The proportion of respondents who have seen (13%) one or more of the awareness campaigns is significantly higher among:

- 18-24 year-olds (26%)
- Francophones (22%)
- Residents of Quebec (22%)
- People who have children (17%)
- Students (27%)
- Respondents with a university level education (17%)
- Those who know at least one person who belongs to a sexual or gender minority in their immediate family (20%)
- Those who have heard about the International Day Against Homophobia and Transphobia (36%)

Profile of Respondents

Profile of respondents

	TOTAL
n=	1,508
Gender	
Male	49%
Female	51%
Age	
18 to 24	11%
25 to 34	17%
35 to 44	15%
45 to 54	18%
55 to 64	18%
65 or over	21%
Language	
Francophones	21%
Anglophones	66%
Other	13%
Education	
Primary / High school	32%
College	41%
University	27%
Children	
Yes	27%
No	72%

	TOTAL
n=	1,508
Region	
Atlantic	7%
Québec	23%
Ontario	38%
Prairies (Manitoba, Saskatchewan)	7%
Alberta	11%
British Columbia	14%
Occupation	
Service / Sales / Office	22%
Manual worker	10%
Professional	20%
Homemaker	3%
Student	8%
Retired	26%
Unemployed	5%
Household Income	
-\$40K	23%
\$40K-\$59K	18%
\$60K-\$79K	14%
\$80K-\$99K	12%
\$100K or over	23%
Refusal	10%

OUR SERVICES

- **Leger**
Marketing research and polling
- **Leger Metrics**
Real-time VOC satisfaction measurement
- **Leger Analytics**
Data modeling and analysis
- **Legerweb**
Panel management
- **Leger Communities**
Online community management
- **Leger Digital**
Digital strategy and user experience
- **International Research**
Worldwide Independent Network (WIN)

600
EMPLOYEES



185
CONSULTANTS



8
OFFICES

CALGARY | EDMONTON | MONTREAL | PHILADELPHIA
QUEBEC CITY | TORONTO | VANCOUVER | WINNIPEG

OUR CREDENTIALS



Leger is a member of the [Canadian Research Insights Council \(CRIC\)](#), the industry association for the market/survey/insights research industry.



Leger is a member of [ESOMAR](#) (European Society for Opinion and Market Research), the global association of opinion polls and marketing research professionals. As such, Leger is committed to applying the [international ICC/ESOMAR](#) code of Market, Opinion and Social Research and Data Analytics.



Leger is also a member of the [Insights Association](#), the American Association of Marketing Research Analytics.

Leger

We know Canadians



leger360.com



@leger360



/LegerCanada



/company/leger360



@leger360