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Research Report

Annual Report – 2023 Edition



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A vibrant rainbow flag is shown from a low angle, held up by two hands. The flag's colors—purple, blue, green, yellow, orange, and red—are bright and saturated. The background is a clear blue sky with some light, wispy clouds. A semi-transparent grey horizontal band is overlaid across the middle of the image, containing the text.

CONTEXT, OBJECTIVES AND METHODOLOGY

Context, Objectives & Methodology

Fondation Émergence mandated Léger to survey Quebecers and Canadians on various topics related to the fight against homophobia and transphobia.



HOW?

A **Web survey** was conducted with a representative sample of **Canadians**.



WHO?

Representative sample of **1,539 respondents** who are **English-** or **French-speaking**, and **18 years of age or older**.



WHEN?

Data was collected from **February 10 to 13, 2023**.



WEIGHTING?

Using statistics from the latest Statistics Canada census, results were weighted according to **age, language, gender, region, education and the presence of children in the household**.

HOW TO READ THIS REPORT

ROUNDING

Since data presented in tables has been rounded up, column totals might differ from 100%.

SIGNIFICANT DIFFERENCES

*In graphs 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 (**↑** and **↓**) indicate statistically significant variations from the results obtained in 2022 or 2015, where applicable.*



KEY FINDINGS

KEY FINDINGS

ALTHOUGH GENDER AND SEXUAL DIVERSITY ARE PRESENT IN THE PUBLIC DISCOURSE, MISCONCEPTION PERSISTS.

- **The majority of Canadians (55%) feel that there is currently too much talk about sexual and gender diversity.** Surprisingly, this proportion is higher among those who are not aware of the International Day Against Homophobia and Transphobia. **Conversely, one in ten Canadians (10%) feel that there is currently too little talk about this topic.**
- **Overall, seven in ten Canadians (71%) have heard of the term "LGBTQphobias":** nearly one third (30%) say they can define this term, while 41% say they have heard of the term, but cannot define it. **In contrast, one in three Canadians (29%) has never heard of the term.**

KEY FINDINGS - CONTINUED

LEVEL OF OPENNESS TOWARD THE LGBTQ+ COMMUNITY SEEMS TO VARY BY CONTEXT.

- **Approximately two thirds of Canadians are comfortable with seeing either two women (69%) or two men (60%) kissing in public.** This proportion is especially high among 18-to-34-year-olds (77% for two women; 72% for two men), Quebecers (79%; 68%) and LGBTQ+ people (78%; 78%).
- The majority of Canadians are comfortable making an appointment with an openly homosexual or trans professional. **However, it should be noted that about twice as many Canadians are uncomfortable making an appointment with an openly trans professional vs. an openly gay professional.** In general, Quebecers are more open to the idea than residents of the rest of Canada.
- **Nearly a third of Canadians (30%) say they actively support the LGBTQ+ cause.** Another 18% say they are sympathetic to the cause, but don't want to show it; this proportion is higher among Quebecers (29%). **It should be noted that four in ten Canadians (40%) seem indifferent to the cause or don't really understand its importance.**
- **The ease with which heterosexual people can openly show their support for LGBT people varies by context.** The majority of Canadians think it is **easy to be open about their support in their immediate circle (70%)**. This proportion **drops in the workplace (57%)**. **Opinion is divided** when it comes to senior communities (CHSLDs, private residences, etc.): **41%** of Canadians think it is **easy** to be supportive, while **38%** think it is **difficult**, a proportion that reaches 50% among LGBTQ+ people.
- **Approximately six in ten Canadians (63%) say they are comfortable intervening when they witness LGBTQphobic behaviour**, 21% of whom say they are very comfortable. **However, more than one third (37%) of Canadians say they are uncomfortable intervening**, with higher proportions among those who are not aware of the International Day Against Homophobia and Transphobia (41%) or Fondation Émergence (38%), and among those who feel there is too much talk about gender and sexual diversity (44%).



DETAILED RESULTS

GENDER AND SEXUAL DIVERSITY

CFE39. In general, do you find that **currently** we talk about **gender and sexual diversity**...?

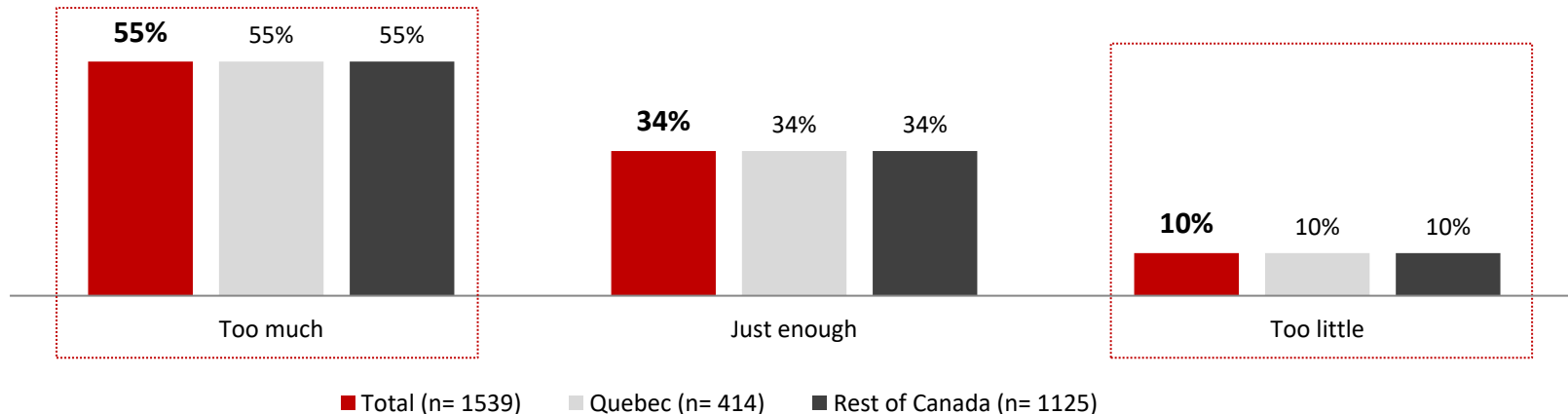
Base: All respondents

Proportion significantly higher among:

- Those 55 or over (63%)
- Residents of Alberta (68%)
- Heterosexuals (58%)
- Residents of rural areas (62%)
- Those who haven't heard about the International Day Against Homophobia and Transphobia (58%)

Proportion significantly higher among:

- 18-to-34-year-olds (15%)
- Women (12%)
- Residents of Ontario (13%)
- Respondents with a gross annual household income of \$40K or less (14%)
- LGBTQ+ people (26%)



GENDER AND SEXUAL DIVERSITY – CONT.

CFE39. In general, do you find that **currently** we talk about **gender and sexual diversity**...?

Base: All respondents

	TOTAL 2023	PROVINCE						AGE		LGBTQ+	
		ATL.	QUEBEC	ONTARIO	MB/SK	ALBERTA	BRITISH COLUMBIA	18-54	55+	YES	NO
n=	1539	100	414	604	126	137	158	952	587	144	1328
Too much	55%	55%	55%	52%	60%	68%	53%	50%	63%	35%	58%
Just enough	34%	38%	34%	35%	34%	25%	39%	39%	29%	39%	33%
Too little	10%	7%	10%	13%	6%	7%	8%	11%	9%	26%	8%

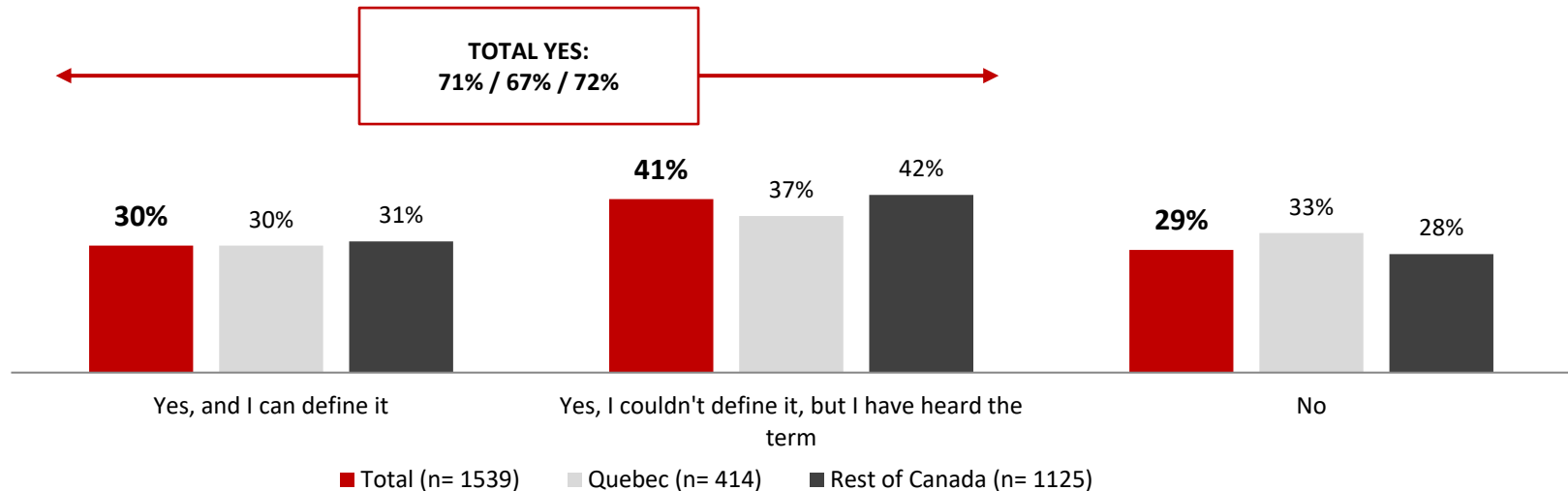
KNOWLEDGE OF THE TERM “LGBTQphobias”

CFE40. Are you familiar with the term **LGBTQphobias**?

Base: All respondents

Proportion significantly higher among:

- 18-to-34-year-olds (77%)
- Respondents with a gross annual household income of \$60K to \$79K (79%)
- Those who have heard about the International Day Against Homophobia and Transphobia (82%)
- Those who know Fondation Émergence (90%)
- Homosexual people (89%)



KNOWLEDGE OF THE TERM “LGBTQphobias” – CONT.

CFE40. Are you familiar with the term LGBTQphobias?

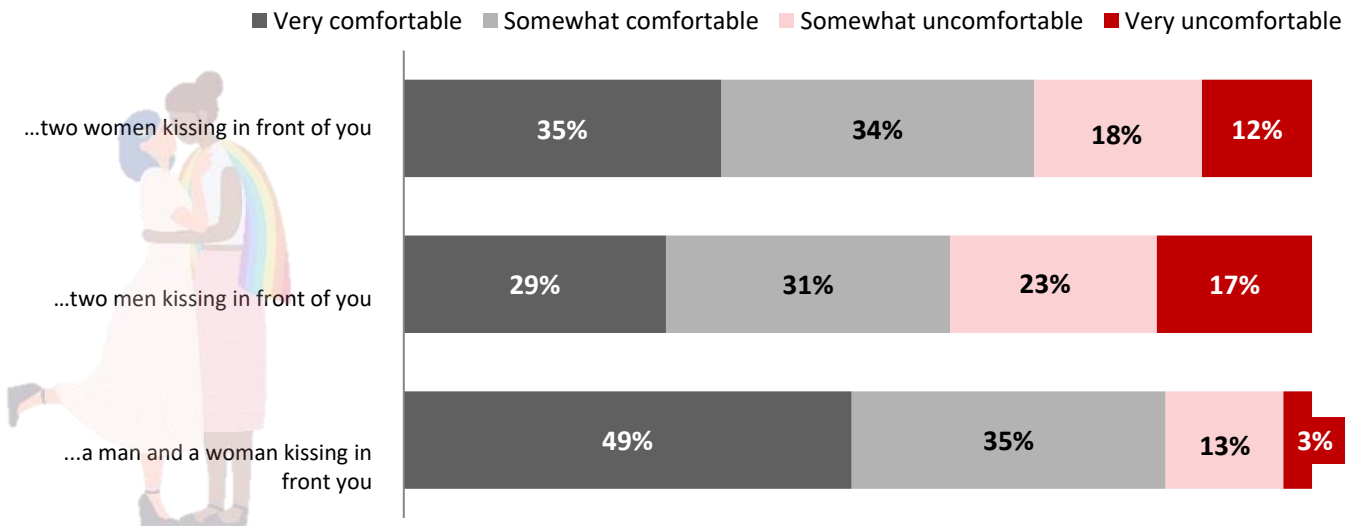
Base: All respondents

	TOTAL 2023	PROVINCE						AGE		LGBTQ+	
		ATL.	QUEBEC	ONTARIO	MB/SK	ALBERTA	BRITISH COLUMBIA	18-54	55+	YES	NO
n=	1539	100	414	604	126	137	158	952	587	144	1328
TOTAL YES	71%	77%	67%	73%	67%	70%	73%	73%	68%	79%	71%
Yes, and I can define it	30%	25%	30%	31%	23%	36%	31%	34%	25%	44%	29%
Yes, I couldn't define it, but I have heard the term	41%	52%	37%	42%	43%	34%	43%	39%	44%	34%	41%
No	29%	23%	33%	27%	33%	30%	27%	27%	32%	21%	29%

ATTITUDE TOWARD PUBLIC DISPLAYS OF AFFECTION

CFE41. Are you comfortable with seeing...?

Base: All respondents



TOTAL COMFORTABLE		
TOTAL	QUEBEC	REST OF CANADA
n= 1539	414	1125
69%	79%	67%
60%	68%	58%
84%	89%	82%

ATTITUDE TOWARD PUBLIC DISPLAYS OF AFFECTION – CONT.

CFE41. Are you comfortable with seeing...?

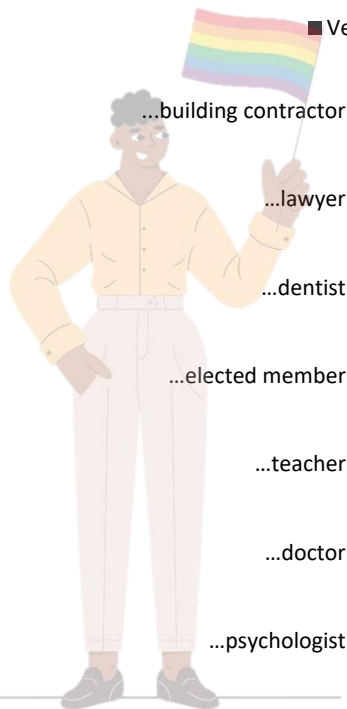
Base: All respondents

% Total comfortable	TOTAL 2023	PROVINCE						AGE		LGBTQ+	
		ATL.	QUEBEC	ONTARIO	MB/SK	ALBERTA	BRITISH COLUMBIA	18-54	55+	YES	NO
n=	1539	100	414	604	126	137	158	952	587	144	1328
...two women kissing in front of you	69%	67%	79%	67%	63%	59%	72%	73%	65%	78%	69%
...two men kissing in front of you	60%	58%	68%	58%	55%	51%	64%	66%	51%	78%	59%
...a man and a woman kissing in front of you	84%	81%	89%	84%	82%	77%	84%	83%	85%	79%	85%

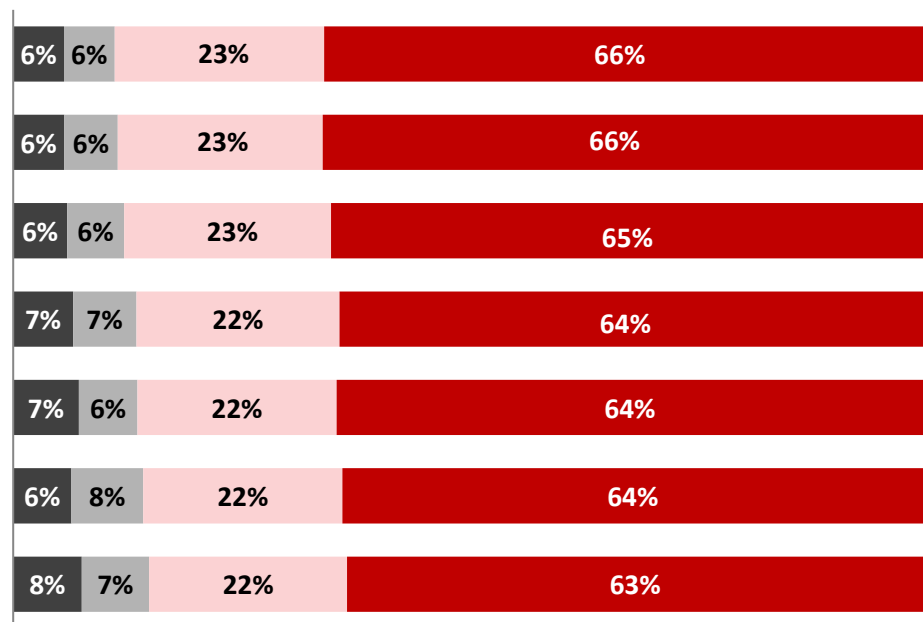
LEVEL OF COMFORT IN MAKING AN APPOINTMENT WITH AN OPENLY HOMOSEXUAL PROFESSIONAL

CFE42. Would you be comfortable making an appointment with an **openly homosexual** professional...?

Base: All respondents



Very uncomfortable
 Somewhat uncomfortable
 Somewhat comfortable
 Very comfortable



TOTAL COMFORTABLE		
TOTAL	QUEBEC	REST OF CANADA
n= 1539	414	1125
89%	92%	88%
89%	94%	87%
88%	94%	86%
86%	92%	85%
86%	93%	84%
86%	91%	84%
85%	93%	83%

LEVEL OF COMFORT IN MAKING AN APPOINTMENT WITH AN OPENLY HOMOSEXUAL PROFESSIONAL – CONT.

CFE42. Would you be comfortable making an appointment with an **openly homosexual** professional...?

Base: All respondents

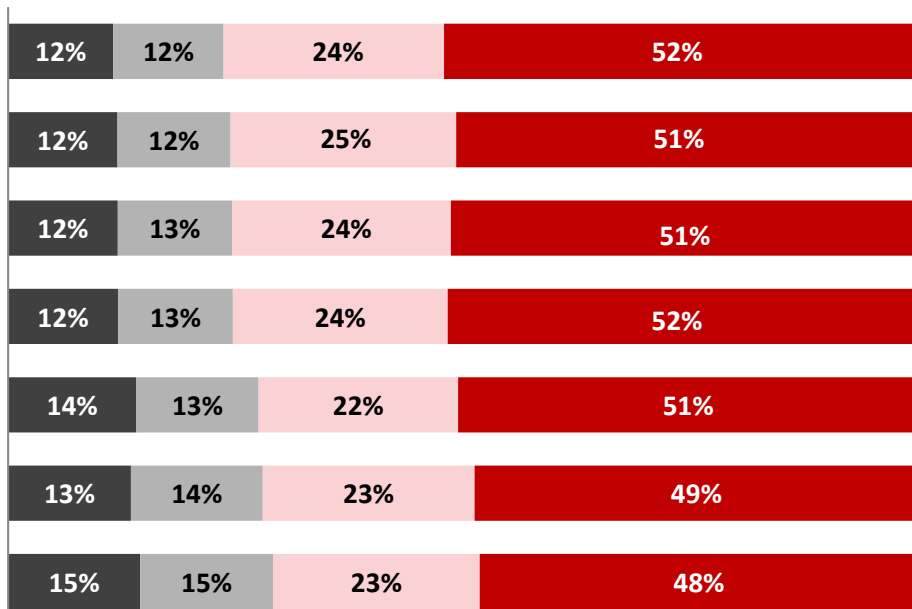
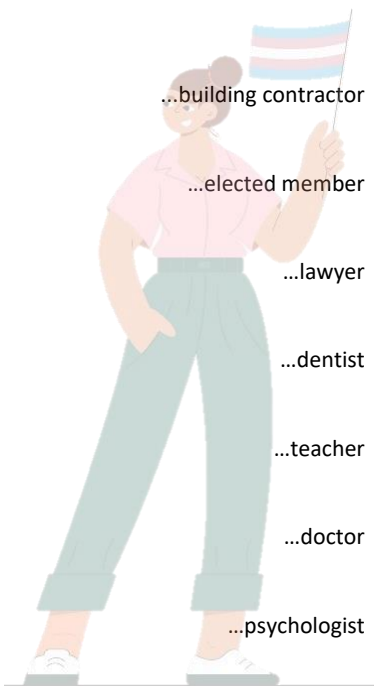
% Total comfortable	TOTAL 2023	PROVINCE						AGE		LGBTQ+	
		ATL.	QUEBEC	ONTARIO	MB/SK	ALBERTA	BRITISH COLUMBIA	18-54	55+	YES	NO
n=	1539	100	414	604	126	137	158	952	587	144	1328
...building contractor	89%	80%	92%	89%	83%	91%	86%	88%	90%	97%	89%
...lawyer	89%	84%	94%	88%	84%	89%	86%	88%	89%	99%	88%
...dentist	88%	80%	94%	86%	84%	90%	86%	88%	87%	98%	88%
...elected member	86%	78%	92%	86%	82%	86%	85%	86%	87%	97%	86%
...teacher	86%	83%	93%	85%	79%	87%	83%	87%	86%	99%	86%
...doctor	86%	80%	91%	86%	80%	87%	82%	86%	85%	97%	85%
...psychologist	85%	79%	93%	84%	80%	82%	82%	86%	84%	97%	84%

LEVEL OF COMFORT IN MAKING AN APPOINTMENT WITH AN OPENLY TRANS PROFESSIONAL

CFE43. Would you be comfortable making an appointment with a professional who is a trans person...?

Base: All respondents

Very uncomfortable
 Somewhat uncomfortable
 Somewhat comfortable
 Very comfortable



TOTAL COMFORTABLE		
TOTAL	QUEBEC	REST OF CANADA
n= 1539	414	1125
76%	80%	75%
76%	80%	74%
75%	80%	74%
75%	80%	74%
72%	78%	71%
72%	79%	70%
71%	76%	69%

LEVEL OF COMFORT IN MAKING AN APPOINTMENT WITH AN OPENLY TRANS PROFESSIONAL – CONT.

CFE43. Would you be comfortable making an appointment with a professional who is a **trans person**...?

Base: All respondents

% Total comfortable	TOTAL 2023	PROVINCE						AGE		LGBTQ+	
		ATL.	QUEBEC	ONTARIO	MB/SK	ALBERTA	BRITISH COLUMBIA	18-54	55+	YES	NO
n=	1539	100	414	604	126	137	158	952	587	144	1328
...building contractor	76%	77%	80%	75%	74%	76%	73%	79%	73%	90%	75%
...elected member	76%	77%	80%	75%	74%	71%	73%	78%	72%	90%	74%
...lawyer	75%	76%	80%	75%	76%	71%	72%	78%	72%	91%	74%
...dentist	75%	76%	80%	75%	73%	73%	71%	78%	71%	89%	74%
...teacher	72%	76%	78%	72%	68%	69%	69%	75%	69%	89%	71%
...doctor	72%	74%	79%	71%	68%	69%	68%	74%	69%	87%	71%
...psychologist	71%	75%	76%	71%	63%	65%	67%	73%	68%	87%	69%

RELATIONSHIP WITH LGBTQ+ COMMUNITIES

CFE44. How would you describe your **relationship** with LGBTQ+ communities?

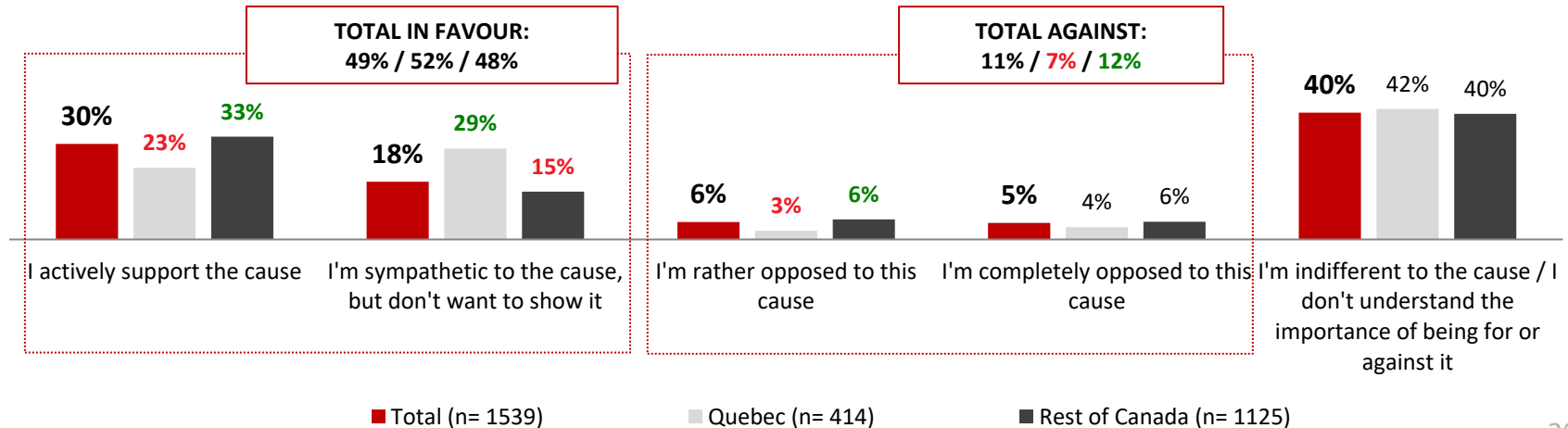
Base: All respondents

Proportion significantly higher among:

- 18-to-34-year-olds (57%)
- Women (56%)
- Respondents with a university level education (55%)
- Those who have heard about the International Day Against Homophobia and Transphobia (66%) and those who know Fondation Émergence (60%)
- LGBTQ+ people (83%)

Proportion significantly higher among:

- Men (14%)
- Anglophones (12%)
- Residents of Manitoba/Saskatchewan (21%)
- Those who haven't heard about the International Day Against Homophobia and Transphobia (12%)
- People who feel there is too much talk about gender and sexual diversity (15%)



RELATIONSHIP WITH LGBTQ+ COMMUNITIES – CONT.



CFE44. How would you describe your **relationship** with LGBTQ+ communities?

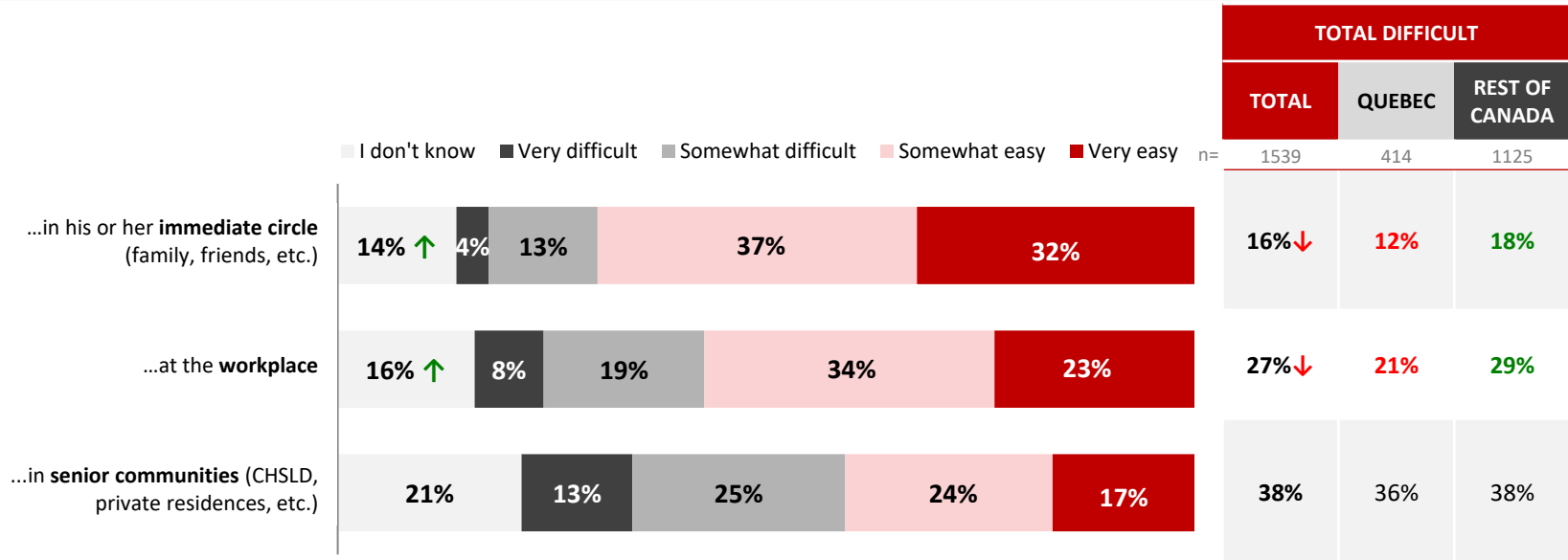
Base: All respondents

	TOTAL 2023	PROVINCE						AGE		LGBTQ+	
		ATL.	QUEBEC	ONTARIO	MB/SK	ALBERTA	BRITISH COLUMBIA	18-54	55+	YES	NO
n=	1539	100	414	604	126	137	158	952	587	144	1328
TOTAL IN FAVOUR	49%	43%	52%	50%	46%	43%	50%	54%	42%	83%	45%
I actively support the cause	30%	26%	23%	34%	30%	22%	41%	34%	25%	68%	26%
I'm sympathetic to the cause, but don't want to show it	18%	17%	29%	15%	16%	21%	9%	20%	17%	15%	19%
TOTAL AGAINST	11%	8%	7%	11%	21%	11%	13%	11%	11%	2%	11%
I'm rather opposed to this cause	6%	2%	3%	8%	12%	4%	4%	5%	6%	-	6%
I'm completely opposed to this cause	5%	6%	4%	4%	9%	7%	8%	6%	5%	2%	5%
I'm indifferent to the cause / I don't understand the importance of being for or against it	40%	49%	42%	39%	33%	46%	37%	35%	48%	15%	44%

LEVEL OF DIFFICULTY FOR HETEROSEXUAL PEOPLE TO BE OPENLY SUPPORTIVE OF LGBT PEOPLE

CFE45. 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 trans people (LGBT)...

Base: All respondents



LEVEL OF DIFFICULTY FOR HETEROSEXUAL PEOPLE TO BE OPENLY SUPPORTIVE OF LGBT PEOPLE – CONT.

CFE45. 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 trans people (LGBT)...?

Base: All respondents

	TOTAL 2015 ¹	TOTAL 2023	PROVINCE						AGE		LGBTQ+	
			ATL.	QUEBEC	ONTARIO	MB/SK	ALBERTA	BRITISH COLUMBIA	18-54	55+	YES	NO
n=	1517	1539	100	414	604	126	137	158	952	587	144	1328

TOTAL EASY

...in his or her immediate circle (family, friends, etc.)	68%	70%	62%	76%	69%	63%	70%	67%	70%	69%	82%	69%
...at the workplace	56%	57%	57%	64%	57%	49%	53%	53%	60%	53%	59%	57%
...in senior communities (CHSLD, private residences, etc.)	<i>n.d.</i>	41%	36%	44%	41%	43%	38%	38%	40%	42%	41%	41%

TOTAL DIFFICULT

...in his or her immediate circle (family, friends, etc.)	23%	16%↓	21%	12%	17%	23%	16%	16%	17%	16%	13%	17%
...at the workplace	33%	27%↓	29%	21%	27%	31%	31%	30%	28%	26%	33%	26%
...in senior communities (CHSLD, private residences, etc.)	<i>n.d.</i>	38%	46%	36%	36%	36%	43%	38%	40%	34%	50%	37%

¹ The comparison is made with the study's 2015 edition: *Allies Show their Colours*. Note that the comparison is on the total and the regional breakdown.

LEVEL OF COMFORT TO INTERVENE WHEN WITNESSING LGBTQphobic BEHAVIOUR

CFE46. Do you feel comfortable enough to intervene when you witness LGBTQphobic behaviour?

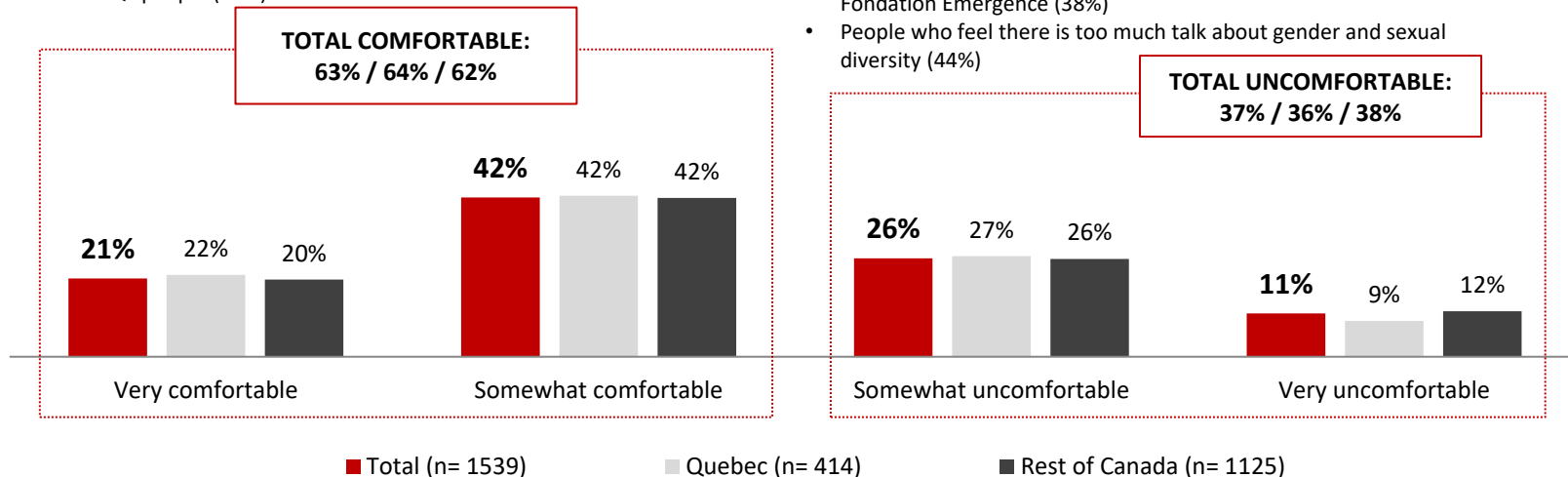
Base: All respondents

Proportion significantly higher among:

- 18-to-34-year-olds(68%)
- Residents of Ontario (67%)
- Those who have heard about the International Day Against Homophobia and Transphobia (77%) and those who know Fondation Émergence (73%)
- LGBTQ+ people (84%)

Proportion significantly higher among:

- Those 55 or over (41%)
- Allophones (49%)
- Residents of Manitoba/Saskatchewan (53%)
- Heterosexuals (39%)
- Those who haven't heard about the International Day Against Homophobia and Transphobia (41%) and those who don't know Fondation Émergence (38%)
- People who feel there is too much talk about gender and sexual diversity (44%)



LEVEL OF COMFORT TO INTERVENE WHEN WITNESSING LGBTQphobic BEHAVIOUR – CONT.

CFE46. Do you feel comfortable enough to intervene when you witness LGBTQphobic behaviour?

Base: All respondents

	TOTAL 2023	PROVINCE						AGE		LGBTQ+	
		ATL.	QUEBEC	ONTARIO	MB/SK	ALBERTA	BRITISH COLUMBIA	18-54	55+	YES	NO
n=	1539	100	414	604	126	137	158	952	587	144	1328
TOTAL COMFORTABLE	63%	62%	64%	67%	47%	60%	58%	65%	59%	84%	61%
Very comfortable	21%	22%	22%	22%	9%	24%	17%	22%	18%	35%	19%
Somewhat comfortable	42%	41%	42%	45%	39%	35%	41%	43%	41%	49%	41%
TOTAL UNCOMFORTABLE	37%	38%	36%	33%	53%	40%	42%	35%	41%	16%	39%
Somewhat uncomfortable	26%	27%	27%	23%	35%	26%	27%	24%	29%	13%	27%
Very uncomfortable	11%	10%	9%	10%	18%	14%	15%	11%	12%	3%	12%

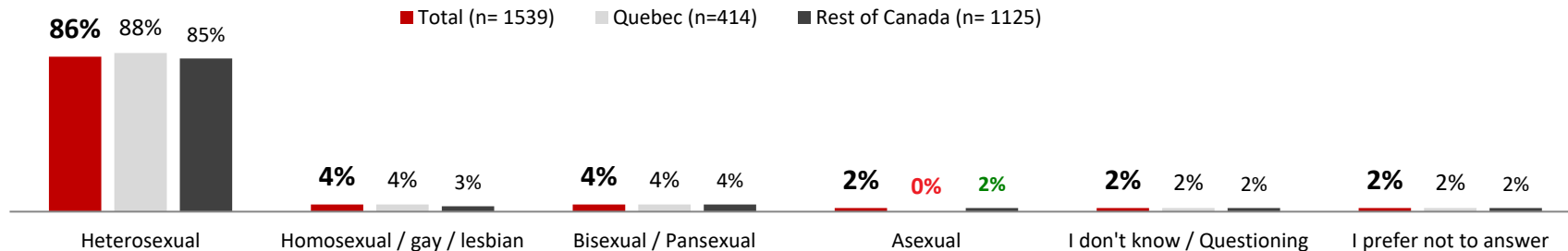


RESPONDENT PROFILE

SEXUAL ORIENTATION

CFE11. The next question is about your **sexual orientation**. Do you consider yourself to be...?

Base: All respondents

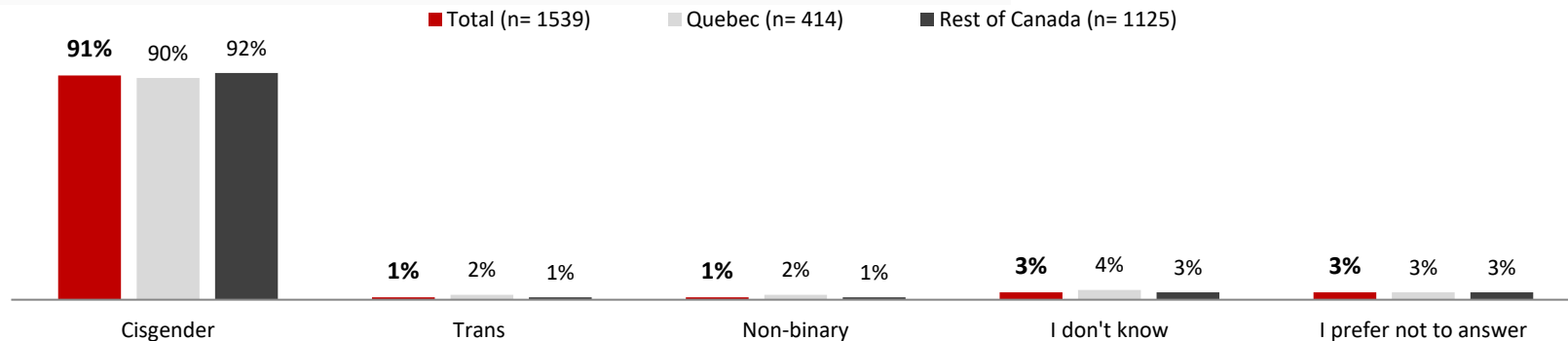


	TOTAL 2022	TOTAL 2023	PROVINCE						AGE		LGBTQ+	
			ATLANTIC	QUEBEC	ONTARIO	MB/SK	ALBERTA	BRITISH COLUMBIA	18-54	55+	YES	NO
n=	1546	1539	100	414	604	126	137	158	952	587	144	1328
Heterosexual (attraction to people of the opposite sex)	85%	86%	88%	88%	85%	82%	91%	83%	82%	92%	-	100%
Homosexual / gay / lesbian (attraction to people of the same sex)	4%	4%	3%	4%	4%	1%	1%	5%	5%	2%	37%	-
Bisexual / Pansexual (attraction to people of the same or opposite sex)	4%	4%	1%	4%	5%	7%	3%	5%	7%	1%	45%	-
Asexual (little or no sexual attraction)	2%	2%	3%	-	1%	2%	3%	4%	2%	1%	18%	-
I don't know / Questioning	2%	2%	3%	2%	2%	7%	-	2%	3%	1%	-	-
I prefer not to answer	3%	2%	2%	2%	3%	2%	2%	1%	2%	3%	-	-

GENDER IDENTITY

CFE12. The next question is about your **gender identity**. Do you consider yourself to be...?

Base: All respondents



	TOTAL 2022	TOTAL 2023	PROVINCE						AGE		LGBTQ+	
			ATLANTIC	QUÉBEC	ONTARIO	MB/SK	ALBERTA	BRITISH COLUMBIA	18-54	55+	YES	NO
	n= 1546	1539	100	414	604	126	137	158	952	587	144	1328
Cisgender (my gender identity corresponds to my birth gender)	91%	91%	92%	90%	92%	90%	90%	93%	91%	92%	78%	96%
Trans (my gender identity does not correspond to my birth gender)	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	6%	-
Non-binary (my gender identity is not exclusively masculine or feminine)	1%	1%	-	2%	-	3%	4%	1%	2%	1%	10%	-
I don't know	3%	3%	4%	4%	2%	4%	2%	4%	3%	2%	4%	2%
I prefer not to answer	4%	3%	4%	3%	5%	1%	4%	1%	3%	4%	1%	2%

RESPONDENT PROFILE

Base: All respondents

TOTAL
(n= 1539)

GENDER

Male	49%
Female	51%

AGE

18 to 24	10%
25 to 34	17%
35 to 44	16%
45 to 54	16%
55 to 64	18%
65 or over	24%

LANGUAGE

Francophones	28%
Anglophones	60%
Other	12%

REGION

Atlantic	7%
Quebec	23%
Ontario	39%
Prairies (Manitoba, Saskatchewan)	6%
Alberta	11%
British Columbia	14%

Base: All respondents

TOTAL
(n= 1539)

OCCUPATION

Workers	55%
Students	7%
Homemakers	5%
Unemployed	5%
Retired	27%

HOUSEHOLD INCOME

Less than \$40K	21%
\$40K-\$59K	16%
\$60K-\$79K	14%
\$80K-\$99K	12%
\$100K or over	29%

EDUCATION

Primary / High school	31%
College	38%
University	31%

CHILDREN

Yes	27%
No	72%

Note: The remaining percentage points correspond to the proportion of refusals to answer.

OUR SERVICES

- **Leger**
Marketing research and polling
- **Customer Experience (CX)**
Strategic and operational customer experience consulting services
- **Leger Analytics (LEA)**
Data modelling and analysis
- **Leger Opinion (LEO)**
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

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EDMONTON | CALGARY | VANCOUVER | PHILADELPHIA

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Leger

We Know Canadians

