



Leger

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Research Report

Annual Report – 2022 Edition



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A high-angle, close-up photograph of a rainbow-colored crosswalk on a paved road. The crosswalk consists of seven parallel stripes of equal width, colored from left to right: purple, blue, teal, yellow, orange, red, and magenta. The stripes converge towards the top of the frame, creating a strong sense of perspective. The surrounding pavement is a light gray color with some visible cracks and shadows. A semi-transparent dark gray 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 **1,546 respondents** who are **English-** or **French-speaking**, and **18 years of age or older**.



WHEN?

Data was collected from **February 4 to 6, 2022**.



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 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 (**↑** and **↓**) indicate statistically significant variations from the results obtained in 2021 or 2016, where applicable.*



KEY FINDINGS

KEY FINDINGS

GREATER CONTACT WITH THE LGBTQ+ COMMUNITY, LEADS TO BETTER UNDERSTANDING AND ACCEPTANCE.

- Among the people they know, **three quarters of Canadians (74%) know at least one LGBTQ+ person**. On average, Quebecers (80%) and 18-to-54-year-olds (77%) know more LGBTQ+ people than other groups of respondents.
- Overall, in 2022, most Canadians (82%) think that LGBTQ+ people are very (16%) or somewhat (66%) well accepted by their loved ones. **However, two in ten Canadians (18%) think that LGBTQ+ people are not very well accepted by their loved ones**. Among others, this proportion is higher among respondents who don't know any LGBTQ+ people (29%), allophone respondents (25%) and residents of Manitoba and Saskatchewan (27%).
- **Three quarters (76%) of Canadians would very (39%) or somewhat easily accept (36%) if someone they knew told them they were trans**. This proportion is notably higher among those who know an LGBTQ+ person (81%) and among those who have witnessed harmful behaviour towards an LGBTQ+ person (82%). It is also higher among Quebecers (84%), while the rest of Canada is less likely to accept this news.
- Most Canadians (71%) perceive LGBTQ+ people as having the same life expectancy as heterosexual people. **However, one in four Canadians (27%) believe that LGBTQ+ people have a shorter life expectancy**. This proportion is higher among younger people (18-to-34-year-olds (33%) and students (45%)), respondents with a university education (34%) and Anglophones (30%).
- **More than half of Canadians think it is very or somewhat difficult for homosexual seniors to be open about their romantic relationship**, especially in senior communities, such as CHSLDs or residences (63%). This proportion is higher among those 55 years of age and over (67%).

KEY FINDINGS

- CONT.

CANADIANS PLACE A GREAT DEAL OF IMPORTANCE ON SEXUAL AND GENDER DIVERSITY TRAINING. AWARENESS OF THE INTERNATIONAL DAY AGAINST HOMOPHOBIA AND TRANSPHOBIA IS ON AN UPWARD TREND.

- **Half of Canadians (51%) say they have witnessed at least one type of harmful behaviour towards LGBTQ+ people**, whether physical violence (12%), verbal violence (29%), and especially derogatory comments or mockery on the Internet and social media (47%). Among others, the proportion of witnesses is higher among people who know an LGBTQ+ person (60%).
- **Most Canadians say it is important to provide formal, structured training on sexual and gender diversity.** The main settings where training is needed are health (83%), school (82%), work (80%), as well as community and associative (80%) environments. For LGBTQ+ people, training is particularly important in these environments, as well as in sports environments (90%).
- **One quarter of Canadians (25% vs. 22% in 2021) have heard about the International Day Against Homophobia and Transphobia.** This proportion is higher among Quebecers (48%). For Quebecers, this is a significant increase from the 2021 edition of this annual study.
- **One in ten Canadians (9%) is familiar with Fondation Émergence.** This proportion is higher among Quebecers (16%), people who have heard of the International Day Against Homophobia and Transphobia (20%), and LGBTQ+ people (24%), among others. However, only 2% of Canadians know what the Foundation does.

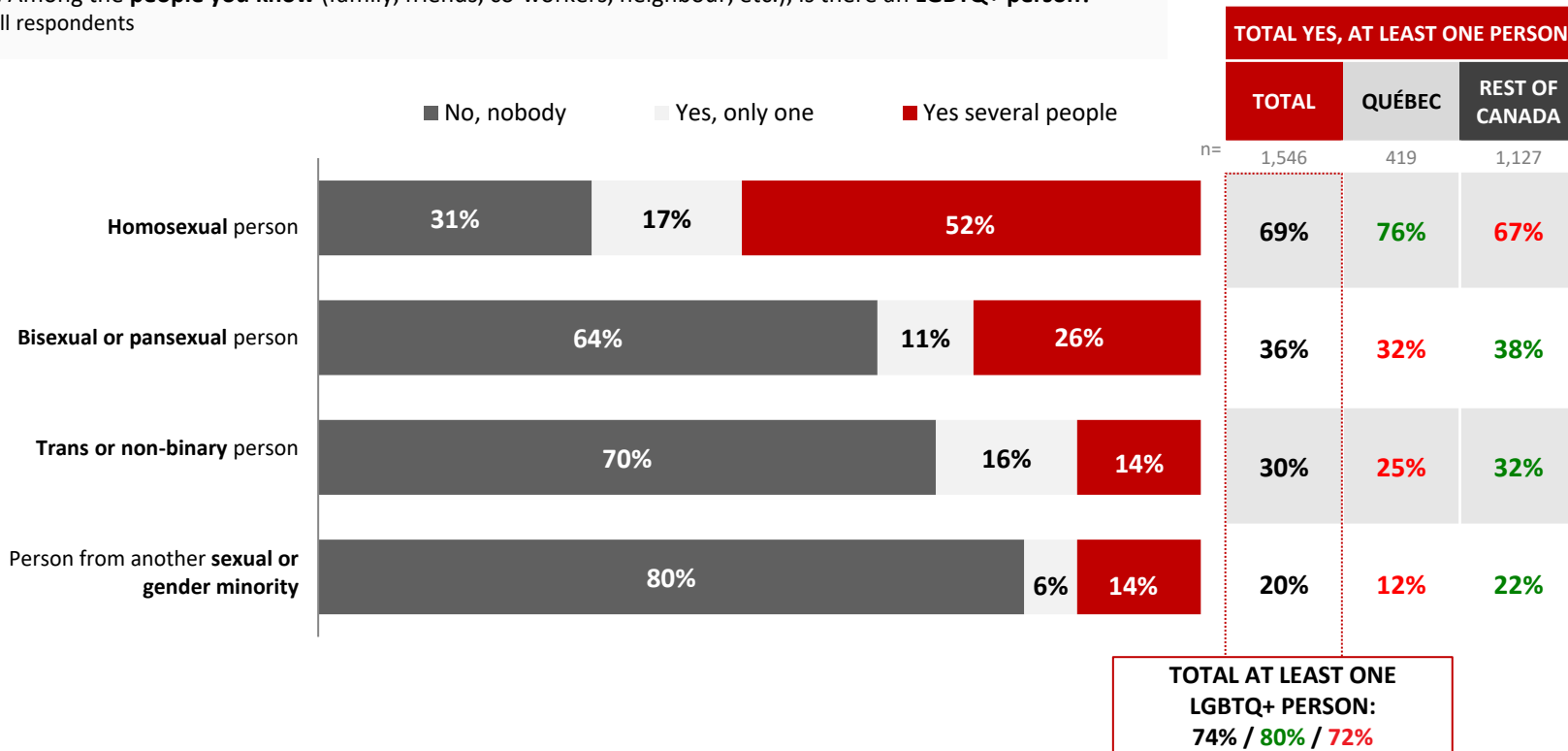


DETAILED RESULTS

KNOWING SOMEONE WHO IS LGBTQ+

CFE37. Among the **people you know** (family, friends, co-workers, neighbour, etc.), is there an **LGBTQ+ person**?

Base: All respondents



KNOWING SOMEONE WHO IS LGBTQ+

- CONTINUED

CFE37. Among the **people you know** (family, friends, co-workers, neighbour, etc.), is there an **LGBTQ+ person**?

Base: All respondents

% Total yes, at least one person	TOTAL 2022	PROVINCE						AGE		LGBTQ+	
		ATL.	QUÉBEC	ONTARIO	MB/SK	ALBERTA	BRITISH COLUMBIA	18-54	55+	YES	NO
n=	1,546	104	419	606	125	136	156	1,085	461	156	1,320
TOTAL YES, REGARDLESS OF ORIENTATION OR IDENTITY	74%	78%	80%	71%	72%	76%	70%	77%	70%	93%	73%
Homosexual person	69%	71%	76%	66%	68%	71%	63%	71%	65%	87%	68%
Bisexual or pansexual person	36%	48%	32%	35%	35%	42%	37%	49%	16%	72%	32%
Trans or non-binary person	30%	31%	25%	29%	28%	39%	35%	37%	19%	62%	26%
Person from another sexual or gender minority	20%	21%	12%	21%	20%	28%	22%	26%	10%	49%	15%

PERCEIVED ACCEPTANCE OF LGBTQ+ PEOPLE BY THEIR LOVED ONES IN 2022

CFE31. In Canada, 2022, overall, how well do you think LGBTQ+ people are accepted by their loved ones?

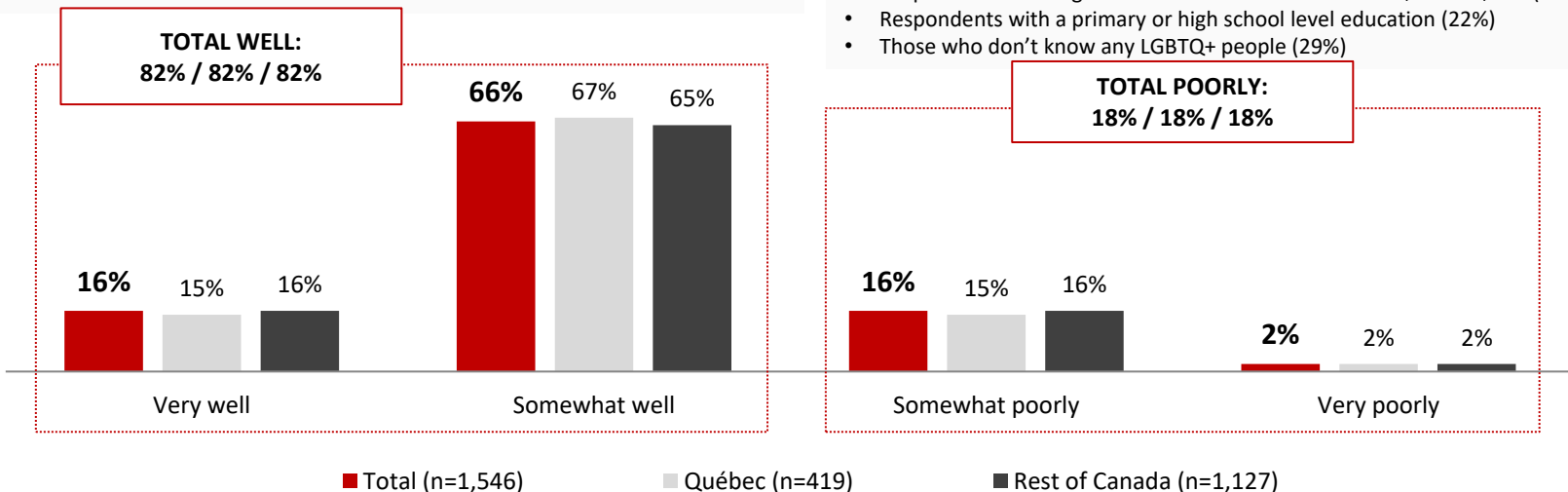
Base: All respondents

Proportion significantly higher among:

- Residents of the Atlantic provinces (91%)
- Respondents with a gross annual household income of \$100K or more (87%)
- Respondents with a college level education (85%)
- Cisgender and heterosexual (83%)
- Those who know at least one LGBTQ+ person (86%)

Proportion significantly higher among:

- Allophones (25%)
- Residents of Manitoba and Saskatchewan (27%)
- Respondents with a gross annual household income of \$40K to \$59K (24%)
- Respondents with a primary or high school level education (22%)
- Those who don't know any LGBTQ+ people (29%)



PERCEIVED ACCEPTANCE OF LGBTQ+ PEOPLE BY THEIR LOVED ONES IN 2022

- CONTINUED

CFE31. In Canada, 2022, overall, how well do you think LGBTQ+ people are accepted by their loved ones?

Base: All respondents

	TOTAL 2022	PROVINCE						AGE		LGBTQ+	
		ATLANTIC	QUÉBEC	ONTARIO	MB/SK	ALBERTA	BRITISH COLUMBIA	18-54	55+	YES	NO
n=	1,546	104	419	606	125	136	156	1,085	461	156	1,320
TOTAL WELL	82%	91%	82%	82%	73%	86%	77%	83%	80%	78%	83%
Very well	16%	24%	15%	14%	16%	23%	14%	19%	12%	13%	16%
Somewhat well	66%	68%	67%	68%	57%	63%	63%	64%	68%	66%	67%
TOTAL POORLY	18%	9%	18%	18%	27%	14%	23%	17%	20%	22%	17%
Somewhat poorly	16%	7%	15%	16%	22%	14%	20%	15%	18%	20%	15%
Very poorly	2%	1%	2%	2%	5%	-	2%	2%	2%	2%	2%

REACTION TO A TRANS PERSON IN THEIR IMMEDIATE CIRCLE

CFE32. What would be **your reaction** if **someone you knew** told you that he or she is a **trans person** (that their gender does not match the sex assigned at birth)? **Would you accept this...**

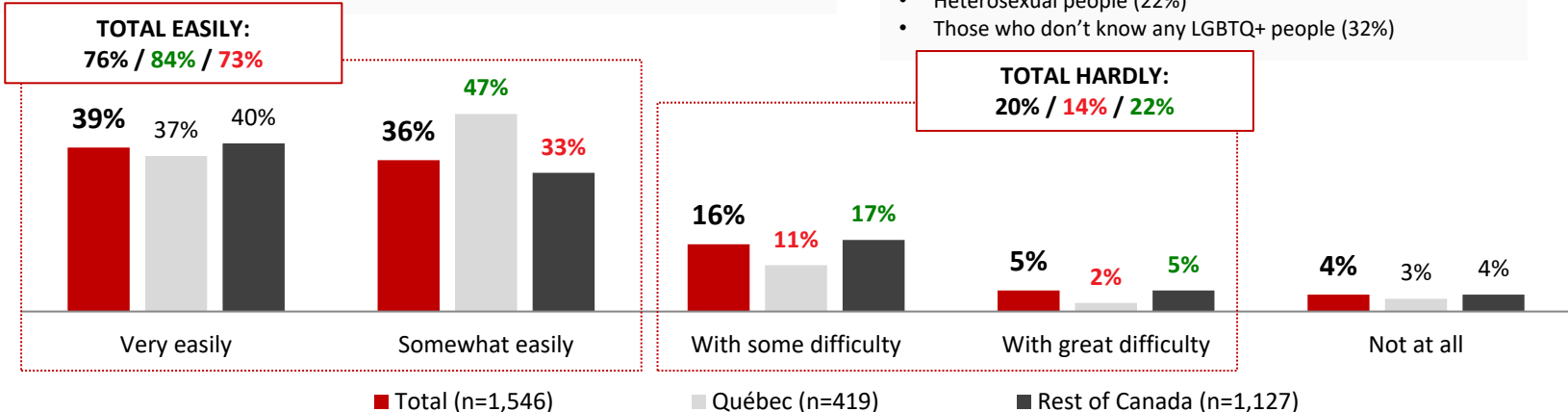
Base: All respondents

Proportion significantly higher among:

- Women (79%)
- 18-to-34-year-olds (80%)
- Francophones (84%)
- Residents of Quebec (84%)
- Workers (79%)
- Those who have heard about the International Day Against Homophobia and Transphobia (88%) and those who know Fondation Émergence (91%)
- LGBTQ+ people (90%) and those who know at least one LGBTQ+ person (81%)
- Those who have witnessed harmful behaviour towards an LGBTQ+ person (82%)

Proportion significantly higher among:

- Those 55 or over (26%)
- Allophones (28%)
- Residents of Ontario (24%) and residents of Manitoba/Saskatchewan (35%)
- Retired (27%)
- Those who haven't heard about the International Day Against Homophobia and Transphobia (24%)
- Those who don't know Fondation Émergence (21%)
- Heterosexual people (22%)
- Those who don't know any LGBTQ+ people (32%)



REACTION TO A TRANS PERSON IN THEIR IMMEDIATE CIRCLE

CONTINUED

CFE32. What would be **your reaction** if **someone you knew** told you that he or she is a **trans person** (that their gender does not match the sex assigned at birth)? **Would you accept this...**

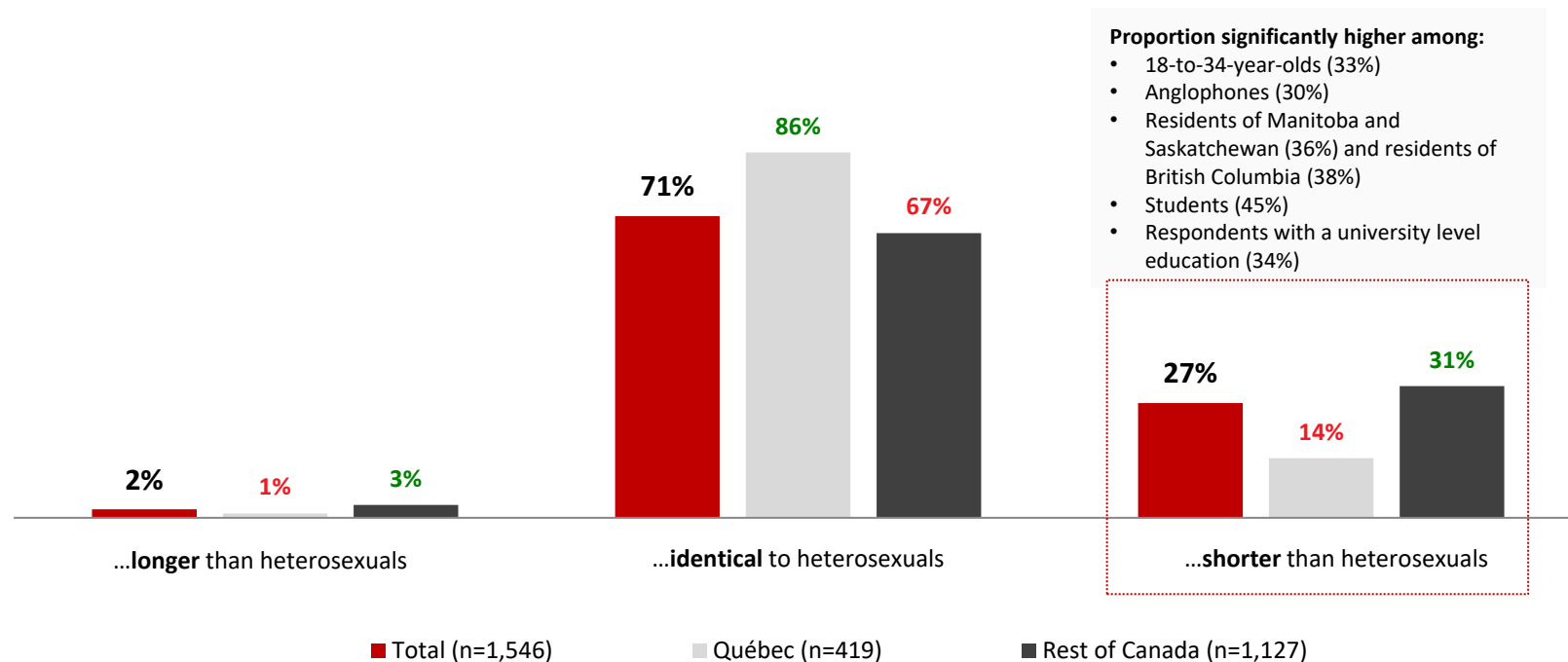
Base: All respondents

	TOTAL 2022	PROVINCE						AGE		LGBTQ+	
		ATLANTIC	QUÉBEC	ONTARIO	MB/SK	ALBERTA	BRITISH COLUMBIA	18-54	55+	YES	NO
n=	1,546	104	419	606	125	136	156	1,085	461	1,163	383
TOTAL EASILY	76%	80%	84%	71%	58%	74%	83%	78%	72%	81%	60%
Very easily	39%	42%	37%	41%	32%	46%	36%	43%	34%	45%	24%
Somewhat easily	36%	38%	47%	30%	27%	28%	47%	35%	38%	36%	36%
TOTAL HARDLY	20%	18%	14%	24%	35%	23%	14%	17%	26%	16%	32%
With some difficulty	16%	14%	11%	18%	27%	17%	11%	13%	20%	13%	24%
With great difficulty	5%	4%	2%	6%	8%	6%	3%	4%	5%	3%	8%
NOT AT ALL	4%	2%	3%	5%	7%	4%	3%	5%	2%	3%	8%

OPINION ON THE LIFE EXPECTANCY OF LGBTQ+ PEOPLE

CFE33. In your opinion, is the **life expectancy** of LGBTQ+ people...?

Base: All respondents



OPINION ON THE LIFE EXPECTANCY OF LGBTQ+ PEOPLE

- CONTINUED

CFE33. In your opinion, is the **life expectancy** of LGBTQ+ people...?

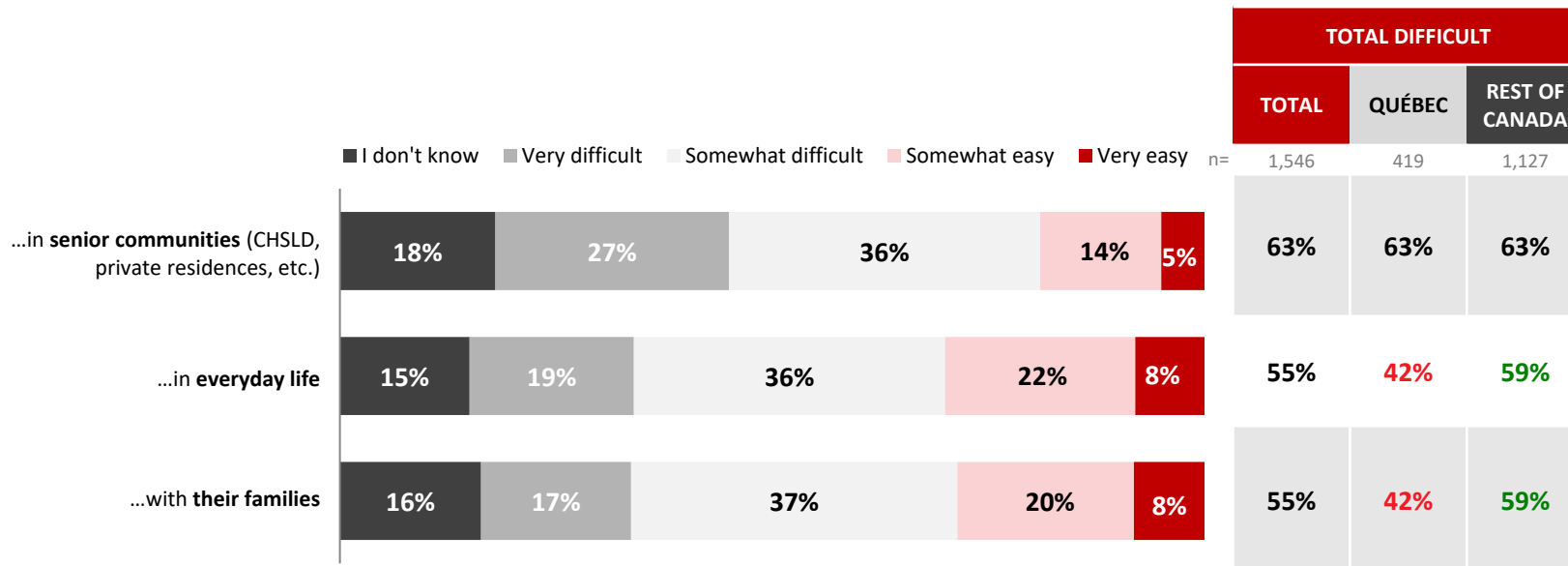
Base: All respondents

	TOTAL 2022	PROVINCE						AGE		LGBTQ+	
		ATLANTIC	QUÉBEC	ONTARIO	MB/SK	ALBERTA	BRITISH COLUMBIA	18-54	55+	YES	NO
n=	1,546	104	419	606	125	136	156	1,085	461	156	1,320
...longer than heterosexuals	2%	2%	1%	3%	3%	4%	2%	3%	1%	3%	2%
...identical to heterosexuals	71%	79%	86%	68%	61%	65%	60%	68%	76%	67%	71%
...shorter than heterosexuals	27%	19%	14%	29%	36%	32%	38%	29%	23%	29%	27%

LEVEL OF DIFFICULTY FOR HOMOSEXUAL SENIORS TO BE OPEN ABOUT THEIR ROMANTIC RELATIONSHIP

CFE34. Would you say that it is EASY or DIFFICULT for **homosexual seniors to be open** about their **romantic relationship**...?

Base: All respondents



LEVEL OF DIFFICULTY FOR HOMOSEXUAL SENIORS TO BE OPEN ABOUT THEIR ROMANTIC RELATIONSHIP - CONTINUED

CFE34. Would you say that it is EASY or DIFFICULT for **homosexual seniors to be open** about their **romantic relationship**...?

Base: All respondents

% total difficult	TOTAL 2016 ¹	TOTAL 2022	PROVINCE						AGE		LGBTQ+	
			ATLANTIC	QUÉBEC	ONTARIO	MB/SK	ALBERTA	BRITISH COLUMBIA	18-54	55+	YES	NO
n=	1,513	1,546	104	419	606	125	136	156	1,085	461	156	1,320
...in senior communities (CHSLD, private residences, etc.)	62%	63%	59%	63%	63%	66%	67%	62%	61%	67%	68%	63%
...in everyday life	52%	55%	59%	42%	59%	59%	57%	60%	53%	57%	55%	55%
...with their families	n/a	55%	55%	42%	58%	56%	60%	60%	55%	54%	62%	54%

¹ The comparison is made with the study's 2016 edition: The Realities of LGBT Seniors. Note that the comparison is on the total and the regional breakdown.

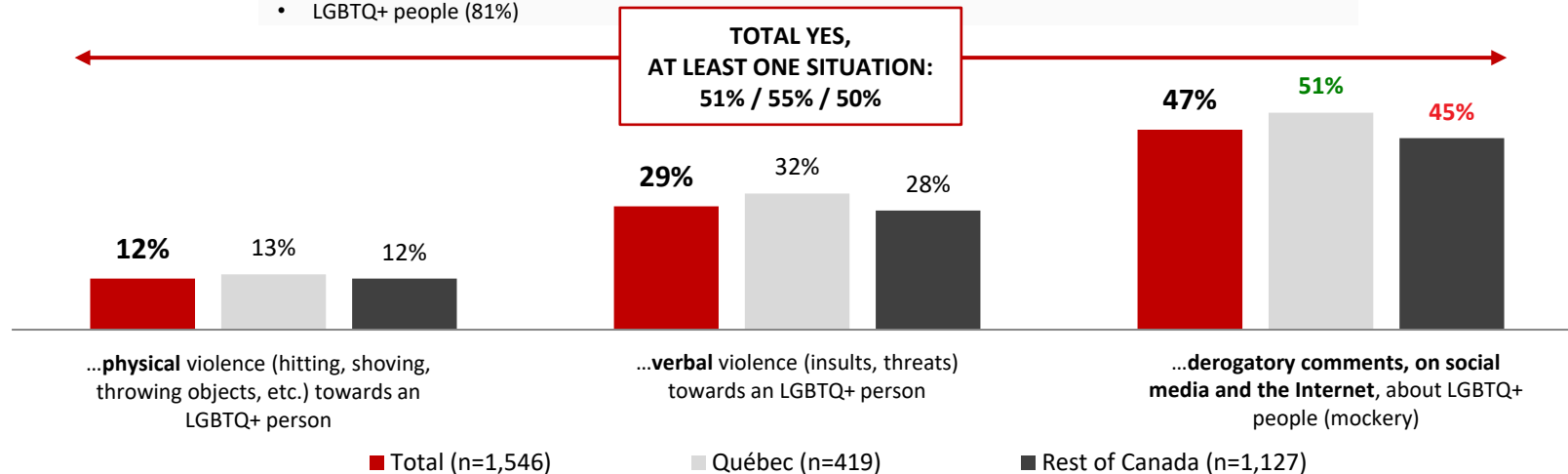
HARMFUL BEHAVIOUR TOWARDS LGBTQ+ PEOPLE

CFE35. In your lifetime, have you ever **witnessed...**?

Base: All respondents

Proportion significantly higher among:

- 18-to-34-year-olds (66%)
- Francophones (56%)
- Respondents with a gross annual household income of \$100K or more (58%)
- Students (68%)
- Respondents with a university level education (56%)
- Those who have heard about the International Day Against Homophobia and Transphobia (69%)
- Those who know Fondation Émergence (77%)
- Those who know an LGBTQ+ person (60%)
- LGBTQ+ people (81%)



HARMFUL BEHAVIOUR TOWARDS LGBTQ+ PEOPLE

- CONTINUED

CFE35. In your lifetime, have you ever **witnessed...**?

Base: All respondents

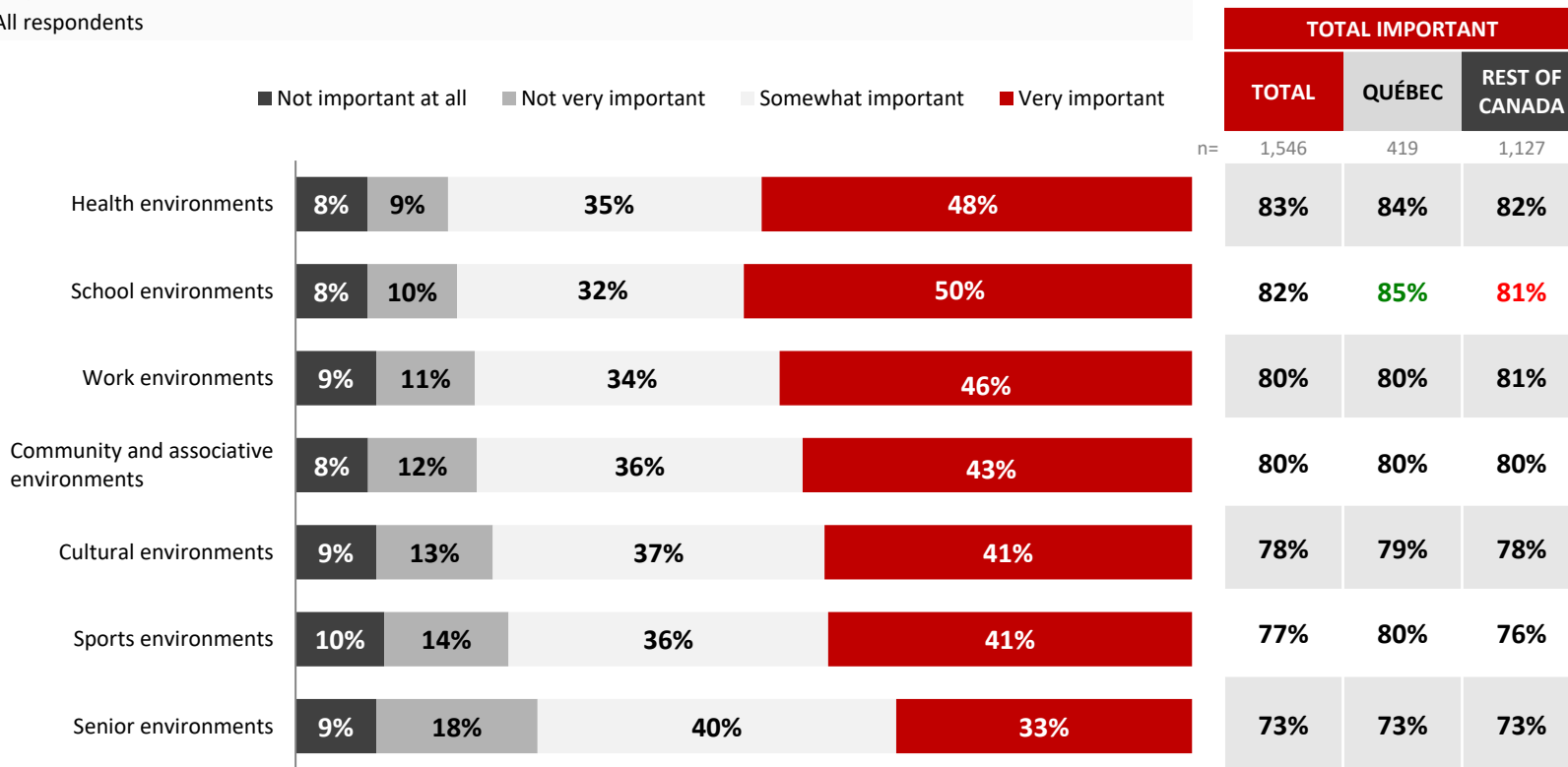
% YES	TOTAL 2021 ¹	TOTAL 2022	PROVINCE						AGE		LGBTQ+		KNOW AN LGBTQ+ PERSON	
			ATLANTIC	QUÉBEC	ONTARIO	MB/SK	ALBERTA	BRITISH COLUMBIA	18-54	55+	YES	NO	YES	NO
	n= 1,523	1,546	104	419	606	125	136	156	1,085	461	156	1,320	1,163	383
YES, AT LEAST ONE SITUATION	51%	51%	54%	55%	47%	52%	51%	54%	56%	43%	81%	49%	60%	26%
... physical violence (hitting, shoving, throwing objects, etc.) towards an LGBTQ+ person	n/a	12%	13%	13%	10%	13%	15%	13%	14%	9%	37%	9%	14%	6%
... verbal violence (insults, threats) towards an LGBTQ+ person	n/a	29%	35%	32%	26%	26%	32%	25%	33%	22%	57%	26%	34%	15%
... derogatory comments, on social media and the Internet , about LGBTQ+ people (mockery)	n/a	47%	48%	51%	42%	49%	48%	49%	52%	39%	75%	45%	56%	22%

¹ The comparison is made with the study's 2021 edition, question CFE9: *Have you ever witnessed the following homophobic or transphobic behaviour (with a list of behaviours)?* Note that the comparison is made on the total and the regional breakdown.

PERCEIVED IMPORTANCE OF SEXUAL AND GENDER DIVERSITY TRAINING

CFE36. How **important** is it that **formal and structured training on sexual and gender diversity** be offered in the following environments?

Base: All respondents



PERCEIVED IMPORTANCE OF SEXUAL AND GENDER DIVERSITY TRAINING - CONTINUED

CFE36. How **important** is it that **formal and structured training on sexual and gender diversity** be offered in the following environments?

Base: All respondents

% Total important	TOTAL 2022	PROVINCE						AGE		LGBTQ+	
		ATLANTIC	QUÉBEC	ONTARIO	MB/SK	ALBERTA	BRITISH COLUMBIA	18-54	55+	YES	NO
n=	1,546	104	419	606	125	136	156	1,085	461	156	1,320
Health environments	83%	81%	84%	83%	77%	79%	87%	81%	86%	91% ①	82%
School environments	82%	81%	85%	82%	74%	76%	83%	82%	82%	90% ②	82%
Work environments	80%	80%	80%	82%	73%	78%	84%	80%	82%	88%	80%
Community and associative environments	80%	80%	80%	81%	74%	73%	85%	80%	79%	90% ②	79%
Cultural environments	78%	76%	79%	78%	70%	76%	83%	78%	78%	89%	77%
Sports environments	77%	77%	80%	77%	67%	70%	81%	75%	79%	90% ②	76%
Senior environments	73%	74%	73%	75%	65%	70%	75%	75%	70%	89%	72%

AWARENESS OF THE INTERNATIONAL DAY AGAINST HOMOPHOBIA AND TRANSPHOBIA



CFE1. Have you ever heard of the **International Day Against Homophobia and Transphobia** which takes place on **May 17**?

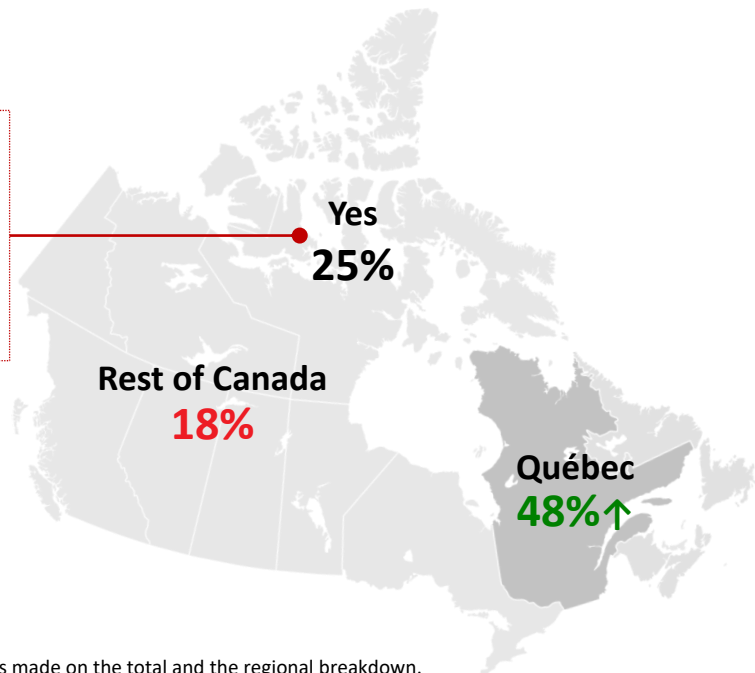
Base: All respondents



One Canadian out of four (25%) has heard about the International Day Against Homophobia and Transphobia.

Proportion of YES significantly higher among:

- Women (28%)
- 18-to-34 year-olds (30%)
- Francophones (53%)
- Residents of Quebec (48%)
- Respondents with a college level education (28%)
- Those who know Fondation Émergence (59%)
- LGBTQ+ people (44%)



¹ The comparison is made with the study's 2021 edition. Note that the comparison is made on the total and the regional breakdown.

AWARENESS OF THE INTERNATIONAL DAY AGAINST HOMOPHOBIA AND TRANSPHOBIA - CONTINUED



CFE1. Have you ever heard of the **International Day Against Homophobia and Transphobia** which takes place on **May 17**?

Base: All respondents

	TOTAL 2021 ¹	TOTAL 2022	PROVINCE						AGE		LGBTQ+	
			ATLANTIC	QUÉBEC	ONTARIO	MB/SK	ALBERTA	BRITISH COLUMBIA	18-54	55+	YES	NO
n=	1,523	1,546	104	419	606	125	136	156	1,085	461	156	1,320
Yes	22%	25%	22%	48%↑	20%	24%↑	14%	15%	27%	22%	44%	24%
No	78%	75%	78%	52%↓	80%	76%↓	86%	85%	73%	78%	56%	76%

¹ The comparison is made with the study's 2021 edition. Note that the comparison is made on the total and the regional breakdown.

AWARENESS OF FONDATION ÉMERGENCE

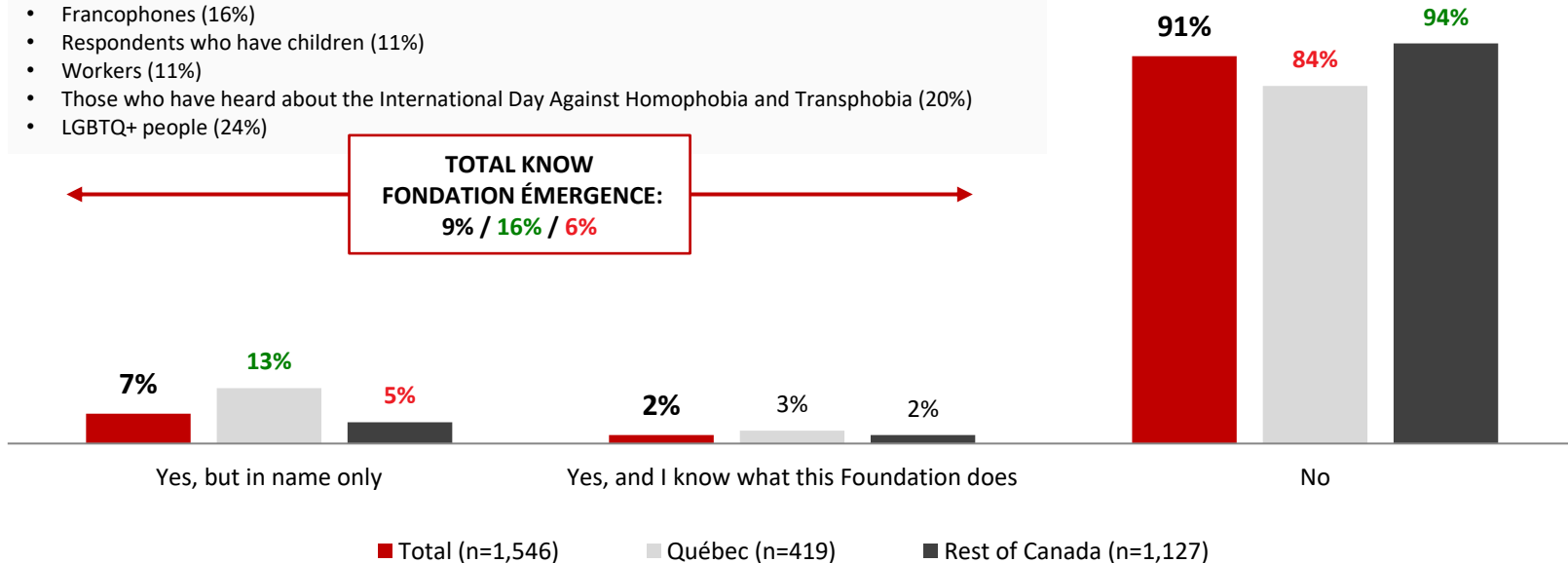
CFE38. Are you familiar with the **Fondation Émergence**?

Base: All respondents

Proportion significantly higher among:

- Men (11%)
- 18-to-34-year-olds (13%)
- Francophones (16%)
- Respondents who have children (11%)
- Workers (11%)
- Those who have heard about the International Day Against Homophobia and Transphobia (20%)
- LGBTQ+ people (24%)

**TOTAL KNOW
FONDATION ÉMERGENCE:**
9% / 16% / 6%



AWARENESS OF FONDATION ÉMERGENCE

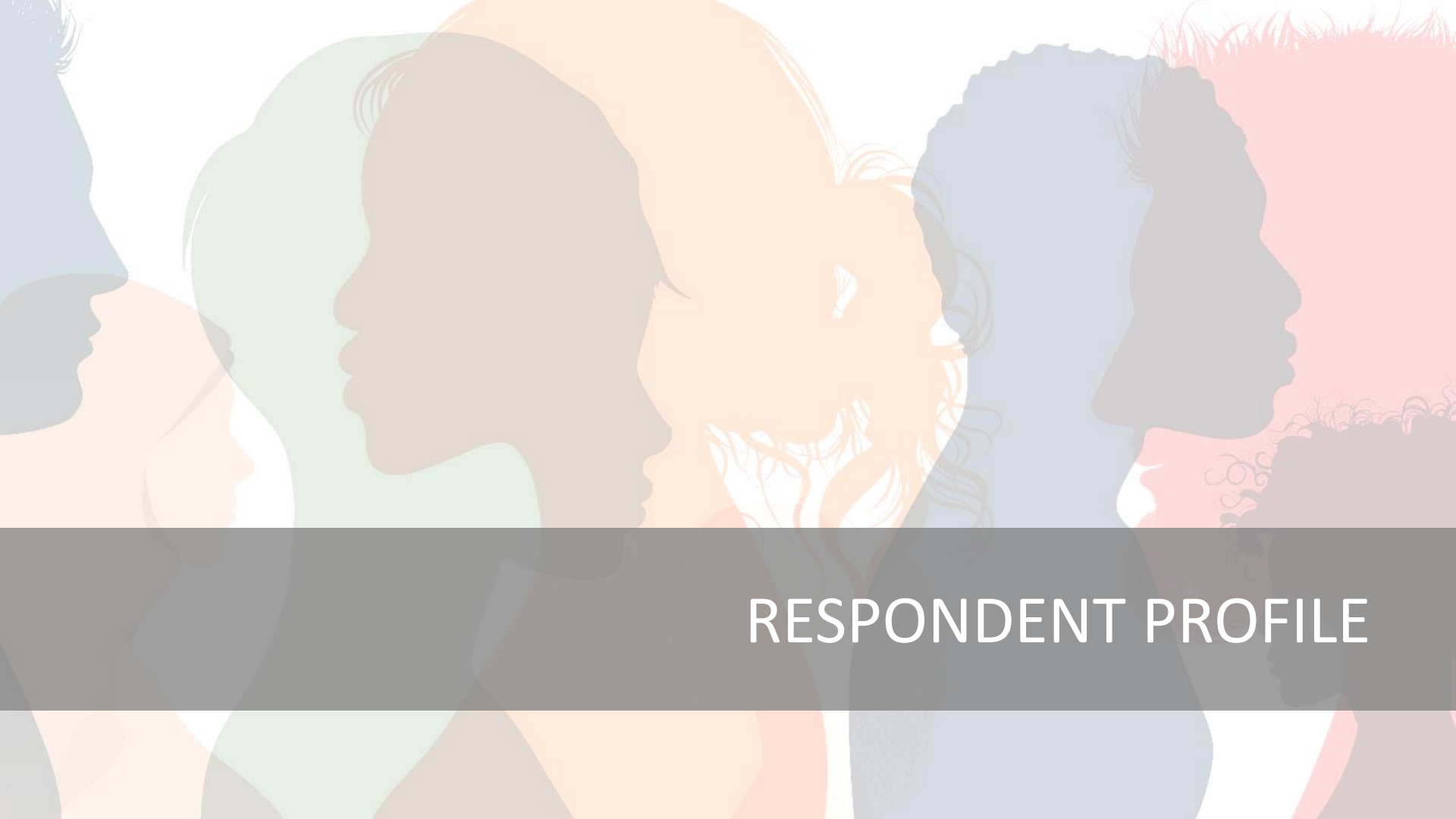
- CONTINUED

CFE38. Are you familiar with the **Fondation Émergence**?

Base: All respondents



	TOTAL	PROVINCE						AGE		LGBTQ+	
		ATLANTIC	QUÉBEC	ONTARIO	MB/SK	ALBERTA	BRITISH COLUMBIA	18-54	55+	YES	NO
n=	1,546	104	419	606	125	136	156	1,085	461	156	1,320
TOTAL KNOW FONDATION ÉMERGENCE	9%	5%	16%	6%	5%	8%	7%	10%	6%	24%	7%
Yes, but in name only	7%	2%	13%	4%	1%	7%	6%	7%	6%	16%	6%
Yes, and I know what this Foundation does	2%	2%	3%	2%	3%	-	1%	3%	-	8%	1%
NO	91%	95%	84%	94%	95%	92%	93%	90%	94%	76%	93%

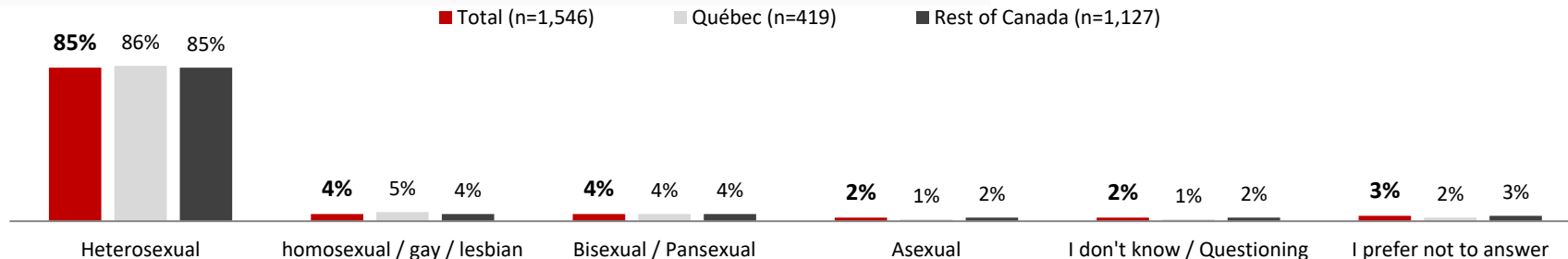


RESPONDENT PROFILE

SEXUAL ORIENTATION

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

Base: All respondents



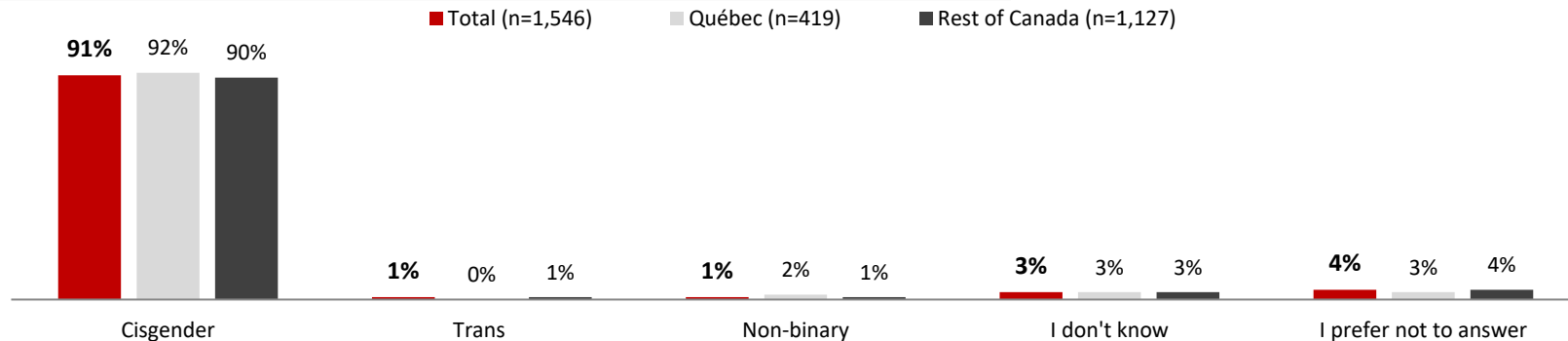
	TOTAL 2021 ¹	TOTAL 2022	PROVINCE						AGE		LGBTQ+	
			ATLANTIC	QUÉBEC	ONTARIO	MB/SK	ALBERTA	BRITISH COLUMBIA	18-54	55+	YES	NO
n=	1,523	1,546	104	419	606	125	136	156	1,085	461	156	1,320
Heterosexual (attraction to people of the opposite sex)	86%	85%	86%	86%	84%	89%	85%	86%	82%	92%	-	100%
Homosexual / gay / lesbian (attraction to people of the same sex)	4%	4%	3%	5%	5%	3%	2%	5%	6%	1%	42%	-
Bisexual / Pansexual (attraction to people of the same or opposite sex)	4%	4%	8%	4%	4%	4%	5%	2%	6%	2%	42%	-
Asexual (little or no sexual attraction)	1%	2% ↑	-	1%	1%	1%	3% ↑	2%	1%	2%	16%	-
I don't know / Questioning	1%	2% ↑	2%	1%	2%	2%	2%	3%	2%	1%	-	-
I prefer not to answer	3%	3%	1%	2%	4%	1%	3%	2%	3%	2%	-	-

¹ The comparison is made with the study's 2021 edition. Note that the comparison is made on the total and the regional breakdown.

GENDER IDENTITY

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

Base: All respondents



	TOTAL 2021 ¹	TOTAL 2022	PROVINCE						AGE		LGBTQ+	
			ATLANTIC	QUÉBEC	ONTARIO	MB/SK	ALBERTA	BRITISH COLUMBIA	18-54	55+	YES	NO
			n=									
Cisgender (my gender identity corresponds to my birth gender)	92%	91%	92%	92%	89%	88%	91%	95%	89%	94%	81%	95%
Trans (my gender identity does not correspond to my birth gender)	1%	1%	2%	-↓	1%	2%	1%	2%	2%	-	8%	-
Non-binary (my gender identity is not exclusively masculine or feminine)	1%	1%	2%	2%	1%	1%	-	1%	2%	1%	8%	1%
I don't know	3%	3%	3%	3%	3%	5%	3%	1%	4%	2%	2%	2%
I prefer not to answer	4%	4%	1% ↓	3%	6%↑	4%	5%	1%	4%	4%	1%	2%

¹ The comparison is made with the study's 2021 edition. Note that the comparison is made on the total and the regional breakdown.

RESPONDENT PROFILE

Base: All respondents

TOTAL
(n=1,546)

GENDER

Male	49%
Female	51%

AGE

18 to 24	10%
25 to 34	16%
35 to 44	17%
45 to 54	18%
55 to 64	17%
65 or over	21%

LANGUAGE

Francophones	21%
Anglophones	64%
Other	15%

REGION

Atlantic	7%
Québec	23%
Ontario	38%
Prairies (Manitoba, Saskatchewan)	7%
Alberta	11%
British Columbia	14%

Base: All respondents

TOTAL
(n=1,546)

OCCUPATION

Workers	56%
Students	7%
Homemakers	4%
Unemployed	5%
Retired	27%

HOUSEHOLD INCOME

-\$40K	23%
\$40K-\$59K	18%
\$60K-\$79K	13%
\$80K-\$99K	12%
\$100K or over	25%

EDUCATION

Primary / High school	31%
College	41%
University	27%

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

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

OUR COMMITMENTS TO QUALITY



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 is a sponsor of [CAIP Canada](#), Canada's professional body for Certified Analytics and Insights Professionals who uphold CRIC's marketing research and public opinion research standards. CAIP Canada is globally endorsed by ESOMAR and the MRII/University of Georgia.

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We Know Canadians

