Attitudes, Awareness and Behaviours Surrounding 2SLGBTQI+ Communities in Canada

Report

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Final Report

Prepared for the Women and Gender Equality Canada by Abacus Data

March 2023

Women and Gender Equality Canada (WAGE) commissioned Abacus Data to conduct a public opinion research survey to understand Canadians' attitudes, awareness, and behaviours surrounding 2SLGBTQI+ communities in Canada. A total of 3,400 Canadians were surveyed using an online panel to reflect the Canadian population, including an oversample of self-identified Indigenous people, those who self-identified as part of a 2SLGBTQI+ communities, and regional oversamples. The online survey was conducted between March 8 and 20, 2023.

Cette publication est aussi disponible en français sous le titre: Attitudes, sensibilisation et comportements à l'égard des communautés 2ELGBTQI+ du Canada.

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1. Executive Summary

1.1. Research Purpose

Women and Gender Equality Canada (WAGE) wants to understand current awareness, attitudes, and behaviours towards 2SLGBTQI+ communities in Canada. This includes the current level of awareness and understanding of 2SLGBTQI+ communities in Canada, including perceptions of discrimination and stigma. The results of this survey will be used to help better inform outreach, marketing, and communications strategies for a 2SLGBTQI+ public awareness campaign as part of the 2SLGBTQI+ Federal Action Plan.

1.2. Research Objectives

The overall objectives of the research are to:

- Measure familiarity, knowledge, and attitudes toward 2SLGBTQI+ communities
- Evaluate level of prejudice, biases, stigma, and acceptance towards 2SLGBTQI+ communities, and
- Understand sentiment and interest in public campaigns to address stigma directed at these communities.

1.3. Methodology

1.3.1. Quantitative Research

The online quantitative survey was conducted between March 8 and March 20, 2023. A total of 3,400 surveys were completed across Canada using an online panel. In addition to provincial oversamples, an additional 350 people who self-identified as part of 2SLGBTQI+ communities and 100 self-identified Indigenous people were surveyed. The data was then weighted accordingly to match Canada's population by age, region, and sex assigned at birth and to weigh the oversamples of Indigenous and 2SLGBTQI+ communities.

Sub-group analyses and rounding

In addition to descriptive analysis, an analysis was undertaken to establish any differences in views based on personal demographic characteristics such as location, gender identity, age, and self-identification as a member of the 2SLGBTQI+ communities. Where appropriate analysis of differences based on allyship, values and attitudes (such as trust) were also undertaken.
Please note that due to rounding, in some cases it may appear that merged categories collapsed together are different by a percentage point from when they are presented individually, and totals may not add up to 100%.

1.4. Contract value

The total contract value for the project was $60,359.52 including applicable taxes.

1.5. Statement of Political Neutrality

I hereby certify as a representative of Abacus Data that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the Communications Policy of the Government of Canada and Procedures for Planning and Contracting Public Opinion Research. Specifically, the deliverables do not include information on electoral voting intentions, political party preferences, standings with the electorate or ratings of the performance of a political party or its leaders.

Richard Jenkins, Ph.D., CAIP

1.6. Note to Readers

This report includes information on stigma and discrimination faced by 2SLGBTQI+ communities in Canada, as well as other equity-seeking groups. Please be aware that this report explores myths, stigma, stereotypes as well as the experiences of those who identify as part of 2SLGBTQI+ communities. Some of the topics explored within this report may be deeply upsetting and triggering. You are encouraged to take the necessary steps to protect your well-being.

1.7. Summary of Findings

Attitudes, Beliefs and Values

A majority of Canadians (57%) think Canada's culture and values are heading in the right direction. In addition, sixty per cent believe the equal treatment of 2SLBGTQI+ communities are also heading in the right direction. About one in four (25%) reject the idea that Canada is moving in the right direction when it comes to the equal treatment of 2SLBGTQI+ communities.

An even larger majority of Canadians strongly or somewhat agree (73%) that Canada is an equitable place to live. This majority are even more likely to think it is an equitable place for people like themselves (83%) to live. Canada is also viewed as a good place to live for equity-seeking groups (78%). The belief that Canada is a good place for equity-seeking groups aligns with the feeling shared by three-quarters of Canadians (78%) that diversity is one of Canada's best qualities. The value of diversity is something that clearly resonates in our collective consciousness.

That said, some Canadians hold views that reflect a distrust and wariness with the current state of Canada's culture. For example, 62% are concerned about the values children are learning and 61 per cent agree that important information about the Government of Canada is being hidden from the public. In addition, almost half (52%) are concerned about the loss of liberties and freedoms in Canada, and 40 per cent think protecting the rights of some means taking them away from others.

Equity, Stigma and Harassment

A third of Canadians (30%) think Canada is doing a very good or excellent job ensuring that 2SLGBTQI+ communities are treated equally. Almost the same per cent of respondents (31%) rate the performance as fair or poor.

Notably, Canada's performance in treating 2SLGBTQI+ communities equitably is seen to be on par with that of faith-based communities and Black communities in Canada. Treatment of 2SLGBTQI+ communities is seen to be worse than the treatment of newcomer and immigrant communities and of women. Notably, the performance on providing equity for Indigenous people is particularly low (54% fair or poor).

A third of Canadian adults (32%) believe the stigma faced by 2SLGBTQI+ communities in Canada is at least a very big or big problem. Over half (53%), however, say this stigma is a small or very small problem. Canadians believe the stigma faced by the following groups is a bigger concern than that faced by 2SLGBTQI+ communities in Canada: Indigenous people (49%), people with low-income (50%), people with disabilities (37%), Black communities (37%), and racialized communities (37%).

Canadians understand that memberships in more than one group can exacerbate stigma. For example, 65 per cent agree that Indigenous 2SLGBTQI+ people and communities are more at risk of experiencing violence than the general population.

Familiarity With and Understanding of 2SLGBTQI+ Issues

Seven in ten Canadians (72%) are familiar with the term "2SLGBTQI+". When asked about their familiarity with the specific letters, there is widespread awareness of 'L' (76%), 'G' (74%), and 'B' (73%). Fewer are familiar with 'I' (35%), '2S' (36%) and '+' (37%).

Familiarity with the letters carries over to familiarity with what it means to identify with one of the communities. Canadians are most familiar with what it means to be Lesbian (88%), Gay (87%), Bisexual (84%) and Trans (80%). Just over a third (36%) of Canadian adults say they are familiar with what it means to be Intersex or Two-Spirit.

Knowledge and understanding of 2SLGBTQI+ communities likely reflect exposure to some extent.

- Just over two in five (41%) Canadians say they know someone in their life who is part of a 2SLGBTQI+ community or communities.
- Aside from personal relationships, over two in five (43%) Canadians say they have had exposure to issues that 2SLGBTQI+ communities face in the media. Media treatment is more likely to be seen as positive (30%) than negative (18%).

Comfort with 2SLGBTQI+ Communities

Canadians are generally comfortable being around those who are part of 2SLGBTQI+ communities. Comfort is higher being around those with a different sexual orientation (76%) than around individuals who are Trans (66%) and those whose gender identity is not solely man or woman (62%).

Comfort is a little lower when presented with specific cases. For example, 60 per cent say they are comfortable when people dress or appear in public in ways that are overtly 2SLGBTQI+ and 58 per cent say they are comfortable with public performances by drag artists.

Perhaps reflecting this, half of survey respondents (53%) support 2SLGBTQI+ events (e.g., Pride events) in their community.

Nevertheless, only 15 per cent are non-supporters of 2SLGBTQI+ communities. One in three are either strong and active supporters (14%) or strong supporters (20%) of 2SLGBTQI+ communities. Another third (35%) consider themselves generally supportive of 2SLGBTQI+ communities and issues but don't feel strongly about it.

Beliefs and Misinformation about 2SLGBTQI+ Communities

Two-thirds (65%) of Canadian adults believe 2SLGBTQI+ people face less stigma and discrimination compared to 10 years ago. This hopeful view no doubt informs the perceptions of how much inequality and stigma the communities face now.

Many Canadians hold misconceptions about 2SLGBTQI+ people and communities. For example, only half (53%) think that being part of the 2SLGBTQI+ communities is not a choice, and over a third (38%) think people can be influenced or groomed into being part of 2SLGBTQI+ communities. There are also many who believe that 2SLGBTQI+ people are more likely to live in big cities (51%) or have a middle- or upper-class lifestyle (30%).

Level and Type of Stigma Experienced by 2SLGBTQI+ Communities

Many Canadians believe stigma persists, particularly for certain communities within the wider 2SLGBTQI+ communities. Among the different identities, over half of Canadians (55%) believe individuals who are Trans face a lot or quite a bit of stigma in their daily lives in Canada. Many (13%) are not sure. Many also think people belonging to the following communities face stigma: Queer (40%), Gay (39%), Intersex (36%), Lesbian (34%), Two-Spirit (33%) and Bisexual (31%).

The top five types of stigma that Canadians perceive these communities to face are: being shunned by family (57%), being verbally harassed or threatened (52%), feeling like others don't understand them (50%), being physically harassed or threatened (49%), and being harassed or threatened online (48%). For those who perceive stigma, the top drivers of stigma are people being threatened by something they don't understand (27%), people not feeling comfortable with people who are different (25%), and people believing that being part of 2SLGBTQI+ communities is unnatural (24%).

Learning More about 2SLGBTQI+ Communities

Just under half (46%) of Canadian adults are either very interested or somewhat interested in learning more about issues being faced by 2SLGBTQI+ communities.

There is also broad support for campaigns from the federal government, including awareness campaigns.

- 66 per cent of Canadian adults are supportive of federal funding for awareness workshops and training for professionals who provide services to 2SLGBTQI+ communities. 21 per cent oppose and 12 per cent are unsure.
- 53 per cent are supportive of adding 2SLGBTQI+ topics into education curricula. 33 per cent oppose and 14 per cent are unsure.
- 51 per cent are in favour of financial support for 2SLGBTQI+ community organizations. 33 per cent oppose and 17 per cent are indifferent.

2. Detailed Findings

2.1. Direction of the Country

Approximately half (51%) of Canadians strongly agree or agree that Canada as a country is heading in the right direction. Even more think Canada's culture and values (57%) and issues facing 2SLBGTQI+ communities (60%) are heading in the right direction. That said, one in four (25%) don't think Canada is heading in the right direction regarding issues facing 2SLBGTQI+ communities and 16 per cent are not sure.

Among those who self-identified as a member of a 2SLGBTQI+ community or communities, 59 per cent say Canada as a country is heading in the right direction, which is higher than average. They are also more likely to agree Canada's culture and values are headed in the right direction (65% versus 57% among Canadians overall). Over three-quarters (78%) say Canada is headed in the right direction when it comes to issues facing the 2SLGBTQI+ communities, 17 per cent disagree or strongly disagree.

Table 1. Direction of the Country

Base n=actual (n=3400)	Strongly agree	Agree	Disagree	Strongly Disagree	Not sure
In my opinion, Canada as a country is headed in the right direction overall	10%	41%	23%	17%	8%
In my opinion, Canada's culture and values are headed in the right direction	10%	47%	19%	13%	10%
In my opinion, Canada as a country is headed in the right direction when it comes to issues facing the 2SLGBTQI+ communities	11%	49%	14%	11%	16%

Q. How much do you agree or disagree with each of the following?

2.2. Canada as a Place to Live

Seven in ten (73%) respondents agree or agree somewhat that Canada is an equitable place to live. Of course, this leaves two in ten (21%) who don't think Canada is an equitable place. Canadians are even more likely to think Canada is a good place for people like themselves to live (83%). While not all Canadians think Canada is equitable, over three-quarters (78%) of Canadians think that the country is a good place for equity-seeking groups[1] to live. In all three cases, relatively few respondents feel strongly, which suggests that while overall positive, there is some skepticism about how Canada is doing.

The sense that Canada is a good place for people like themselves to live varies by sub-group, with those from equity-seeking groups less likely to agree.

- Older Canadians are more likely to agree with this sentiment (89% among those between 55 and 64 and 91% for those 65 and older). Only seven in ten (73%) of younger Canadian adults (those 18 to 24) agree with this sentiment.
- Individuals who self-identified as Indigenous are less likely to agree (68%).
- Individuals who self-identified as part of 2SLGBTQI+ communities are no more likely to agree than individuals who did not self-identify as part of 2SLGBTQI+ communities.

Equity-seeking groups like Indigenous and 2SLGBTQI+ communities are also less likely to think Canada is a good place for *equity-seeking groups* to live.

- Individuals who self-identified as Indigenous are less likely to agree with this statement (63%).

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[1] Defined in the survey as "A group of people who, because of systemic discrimination, face barriers that prevent them from having the same access to the resources and opportunities that are available to other members of society, and that are necessary for them to attain just outcomes."

- Interestingly, individuals who self-identified as part of 2SLBGTQI+ communities by virtue of gender identity or sexual orientation do not feel differently than those who did not self-identify as part of 2SLGBTQI+ communities.

Table 2. Assessments of Canada as a Place to Live

Base n=actual (n=3400)	Strongly agree	Agree	Disagree	Strongly Disagree	Not sure
An equitable place for everyone to live	19%	54%	15%	6%	7%
A good place for people like me to live	31%	52%	9%	4%	5%
A good place for *equity-seeking groups* to live	19%	59%	10%	4%	7%

Q. How much do you agree or disagree with each of the following? Canada is…

2.3. Values and Beliefs

A further understanding of what Canadians value and believe about Canada is established by looking at several broad attitudes about what is happening in the country. Most positively, the view that is most endorsed by Canadians (78%) is the idea that diversity is one of Canada's best qualities. Only a small percentage disagree (16%). This means that a large proportion of Canadians are likely to be open to communications around celebrating diversity in Canada.

Views are consistent among age, gender, region, and equity-seeking groups; however, individuals who self-identified as part of 2SLGBTQI+ communities and racialized groups are more likely to feel strongly about the value of diversity.

Table 3. Value Diversity of Canada by Equity Seeking Groups

Base n=actual (n=3400)	Strongly agree	Agree	Disagree	Strongly Disagree	Not sure
All Canadians	27%	51%	10%	6%	6%
An Indigenous person (First Nations, Inuit, or Métis)	24%	45%	12%	13%	6%
A newcomer to Canada (within the last five years)	34%	46%	8%	8%	4%
A member of an ethnocultural or a visible minority group	34%	50%	8%	4%	4%
A member of 2SLGBTQI+ community or communities	39%	48%	6%	5%	2%

Q. How much do you agree or disagree with each of the following? One of the best things about Canada is our diversity

There are, however, many who have views that could be associated with intolerance. Four attitudes, in particular, stand out:

- 62 per cent are concerned about the values children are learning.
- 61 per cent hold conspiratorial beliefs. In this case, the idea that important information about the Government of Canada is being hidden from the public.
- 52 per cent believe at least somewhat in libertarian values saying they are concerned about the loss of liberties and freedoms in Canada.
- 40 per cent believe protecting the rights of some means taking away from others.

There is a risk that people who hold these views will resist to federal government messaging around equity and respect for 2SLGBTQI+ communities.

Privacy is also an important value. Over two-thirds (68%) of Canadians value the privacy of sexual orientation.

Table 4. Values and Beliefs

Base n=actual (n=3400)	Agree	Disagree	Not sure
One of the best things about Canada is our diversity	78%	16%	6%
Someone's sexual orientation is private and should not be discussed in public	68%	22%	10%
I am worried about the values our children are learning	62%	29%	9%
Important information about the Government of Canada is hidden from the public	61%	26%	13%
I am concerned about the loss of liberties and freedoms in Canada	52%	39%	9%
Protecting the rights of some people means taking away from others	40%	49%	10%

Q. How much do you agree or disagree with each of the following?

2.4. Trust in Institutions

Trust is an important element of a well-functioning society and is critical for effective communication by governments to its citizens. A lack of trust erodes the possibility of informing Canadians about key issues.

Canadians have the most trust in scientists (mean = 6.9 out of 10), academics (6.4) and community organizations (6.2). Trust in government is much lower (federal government = 4.8), as is trust in the media (4.7). Notably, trust in the Canadian population is between trust in experts and in governments.

Trust in the federal government is higher among those with more education, newcomers, and younger Canadians (those 18 to 24). It is lower among Indigenous people and those in 2SLGBTQI+ communities.

Table 5. Trust in People, Organizations and Institutions

Base n=actual (n=3400)	Net: 8-10	Mean
Scientists	45%	6.9
Academics or subject matter experts	32%	6.4
Local or community organizations	26%	6.2
Canadian population (in general)	24%	5.9
The municipal government	19%	5.1
The provincial or territorial government	20%	4.9
The federal government	21%	4.8
The media	18%	4.7

Q. Using a 10-point scale where 0 is no trust and 10 is a very high level of trust, how much do you trust the following people and organizations?

2.5. Intersectional Experiences: Equity, Stigma and Harassment

Every Canadian has their own lived experience with equity and stigma driven by the multitude of identity-related group memberships that they have. Beliefs about the treatment of 2SLGBTQI+ communities are therefore contextualized within the context of broader group experiences.

2.5.1. Equity

The treatment of 2SLGBTQI+ communities in Canada is seen to be on par with that of faith-based communities and Black communities in Canada. Treatment of 2SLGBTQI+ communities is seen to be worse than the treatment of newcomer communities and women but better than youth (under the age of 18), Indigenous people (who receive a particularly high 'poor' score), language minorities, people with disabilities, racialized communities, and people with low-income (who also receive a particularly high 'poor' score).

There is a considerable range in the perception of the treatment of 2SLGBTQI+ communities. On one hand, 10% think Canada is doing excellent, while 8% think Canada is doing poorly. Many (39%) rate the treatment of 2SLGBTQI+ communities in the middle.

Men are more positive about the treatment of 2SLGBTQI+ communities in Canada than women, and young Canadians (those aged 18 to 24) are more positive than older Canadians (those 65 and older). Higher levels of familiarity with what it means to be an individual within a 2SLGBTQI+ community or communities is associated with more positive perceptions of treatment. In other words, those who feel they understand the 2SLGBTQI+ experience have more positive perceptions of the treatment of these communities.

Table 6. Treatment of Equity-seeking Groups in Canada

Base n=actual (n=3400)	Excellent	Very good	Good	Fair	Poor
Newcomer and immigrant communities	13%	23%	38%	19%	7%
Women	12%	25%	38%	19%	7%
People like me	10%	25%	35%	18%	12%
Faith-based communities	10%	21%	43%	20%	7%
2SLGBTQI+ communities	10%	20%	39%	23%	8%
Black communities	10%	18%	37%	24%	11%
Youth (under the age of 18)	9%	23%	41%	19%	7%
Indigenous people	9%	17%	29%	24%	22%
Language minorities	8%	19%	40%	23%	10%
People with disabilities	8%	19%	34%	25%	14%
Racialized communities	8%	17%	37%	25%	13%
People with low-income	6%	14%	26%	28%	26%

Q. How well, or poorly, is Canada performing in ensuring that each of the following groups are treated equally?

2.5.2. Stigma and Discrimination

A third of Canadian adults (32%) believe the stigma faced by 2SLGBTQI+ communities in Canada is at least a big problem (very big problem or big problem). Over half (53%), however, say this stigma is a small problem (small problem or very small problem).

Canadians believe the stigma faced by the following groups is a bigger concern than that faced by 2SLGBTQI+ communities in Canada: Indigenous people (49% very big/big problem), people with low-income (50%), people with disabilities (37%), Black communities (37%), and racialized communities (37%).

Canadians believe the stigma faced by 2SLGBTQI+ communities in Canada is a bigger problem than stigma faced by the following communities in Canada: Newcomer and immigrant communities (31% very big/big problem), women (29%), language minorities (27%), people like me (24%), faith-based communities (22%), and youth (21%).

Perceived stigma faced by 2SLGBTQI+ communities is more closely tied to attitudinal attributes rather than demographics. However, young people are much more likely to believe stigma towards 2SLGBTQI+ communities is a very big or big problem (42% among those 18 and 24 compared to just 28% among those 65 and older).

Compared to those who are not part of 2SLGBTQI+ communities, individuals who are part of 2SLGBTQI+ communities are more likely to say stigma towards all other equity-seeking groups (aside from faith-based communities and youth under the age of 18) is a very big or big problem.

Additionally, membership in a group increases the likelihood of perceiving a problem of stigma. For example, women are more likely than men to say the stigma experienced by women is a problem in Canada (31% versus 26%). Individuals who are part of a racialized community are more likely to say stigma experienced by Black communities is a problem in Canada (47% versus 35%).

Table 7. Stigma Experienced by Equity-seeking Groups in Canada

Base n=actual (n=3400)	Very big problem	Big problem	Small problem	Very small problem	Not a problem at all
Indigenous people	17%	32%	28%	11%	11%
People with low-income	16%	34%	30%	12%	8%
People with disabilities	11%	26%	38%	14%	11%
Black communities	10%	27%	39%	14%	11%
Racialized communities	9%	28%	38%	15%	10%
2SLGBTQI+ communities	9%	23%	36%	17%	15%
Newcomer and immigrant communities	8%	23%	40%	18%	12%
Women	7%	22%	39%	17%	16%
Language minorities	7%	20%	43%	19%	11%
People like me	7%	17%	32%	19%	25%
Faith-based communities	6%	16%	37%	21%	19%
Youth (under the age of 18)	5%	16%	39%	22%	18%

Q. How big a problem, if at all, is discrimination, stigma, and harassment in Canada for each of the following groups

2.5.3. Acknowledging Stigma for Those who have Additional Identities

On the topic of intersectionality, over half (55%) of Canadian adults agree (18% strongly and 37% somewhat) that people who belong to more than one group (e.g., faith, race, ethnicity, ability, etc.) face more discrimination than those belonging to only one group. Those who self-identified as part of the 2SLGBTQI+ communities are more likely to agree with this statement (75%).

Canadians also believe intersectionality plays a role in the safety of individuals within 2SLGBTQI+ communities in Canada. Two-thirds agree (64% strongly agree or agree) that Indigenous 2SLGBTQI+

people and communities are more at risk of experiencing violence than the general population. Those who self-identified as Indigenous themselves are much more inclined to agree (70%).

Table 8. Intersectionality and Stigma Among 2SLGBTQI+ Communities

Base n=actual (n=3400)	Strongly agree	Agree	Disagree	Strongly Disagree	Not sure
All Canadians	23%	41%	12%	6%	18%
Self-Identify as an Indigenous person	38%	32%	10%	6%	14%
Do not self-identify as an Indigenous person	22%	42%	12%	6%	18%

Q: How much do you agree or disagree with each of the following? Indigenous 2SLGBTQI+ people and communities are more at risk of experiencing violence than the general population

The same can also be said for racialized members of 2SLGBTQI+ communities. Two-thirds (65%) agree that racialized 2SLGBTQI+ people and communities are more at risk of experiencing violence than the general population. Individuals who self-identified as a racialized person are no more likely to agree with the statement than those who did not self-identify as such.

2.6. Awareness and Understanding of 2SLGBTQI+ Communities

2.6.1. Familiarity and Understanding

Overall Familiarity

The majority of Canadians (72%) are familiar with the term "2SLGBTQI+". Familiarity is lower among those over 65; however, there is no discernable difference in familiarity among other groups, such as members of racialized groups, newcomers to Canada, or men compared to women. Individuals with a university certificate, diploma, or higher are far more familiar with the term (78%) compared to those with a high school diploma or less.

Figure 1. Familiarity with term 2SLBGTQI+

72% are familiar with the term '2SLGBTQI+'

| Very familiar | Somewhat familiar | Not very familiar | Not at all familiar |
| 25% | 47% | 19% | 9% |
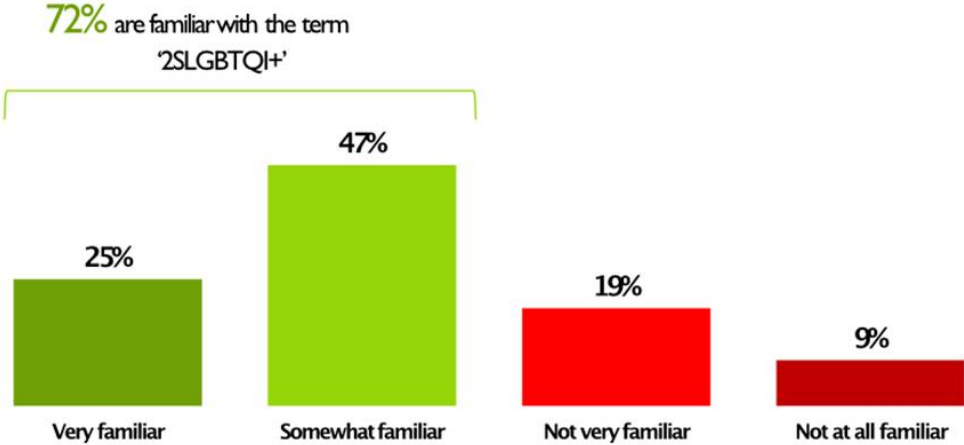
Q: How familiar, if at all, are you with the following term? (2SLGBTQI+)

Familiarity with the Letters

Familiarity with the terms within the acronym varies greatly. Two-thirds, or greater, are familiar with terms that have been included in the acronym for some time ('L', 'G', 'B', 'T', and 'Q'). Fewer are familiar with 'I' (35%), '2S' (36%) and '+' (37%).

Table 9. Familiarity with Letters in 2SLGBTQI+ Acronym

Base n=actual (n=3400)	All Canadians Yes, Familiar	Those at least somewhat familiar with 2SLGBTQI+ Yes, Familiar
2S	36%	45%
L	76%	86%
G	74%	83%
B	73%	84%
T	68%	79%
Q	68%	79%
I	35%	43%
+	37%	46%

Q: The letters in the 2SLGBTQI+ acronym includes different gender identities, gender expressions, and sexual orientations. Are you familiar with what each letter stands for?

Familiarity with the Different 2SLGBTQI+ Communities

Beyond the terms themselves, familiarity with what 2SLGBTQI+ identities entail follows a similar pattern. Canadians are most familiar with what it means to be Lesbian (88% very/somewhat familiar and over), Gay (87%), Bisexual (84%), and Trans (80%). Two-thirds say they are familiar with what it means to be Queer. Just over a third (36%) of Canadian adults say they are familiar with what it means to be Intersex or Two-Spirit.

- Among Indigenous adults, familiarity with the term '2S' is on par with non-Indigenous adults; however, they are more familiar with what it means to be Two-Spirit (50% very/somewhat familiar versus 36%).
- Among those who self-identified as being part of the 2SLGBTQI+ communities, familiarity (very/somewhat) with what it means to be Bisexual (98%), Lesbian (97%), Gay (97%), Trans (94%), and Queer (89%) are highest. Individuals who self-identified as being part of the 2SLGBTQI+ communities, like Canadian adults overall, are less familiar with what it means to be Intersex (59%) and Two-Spirit (61%).
- Younger Canadians (those 18 to 24) are more familiar with what it means to be Trans and Intersex compared to older Canadians (those 65 and older).

Altogether eight per cent of Canadians are not familiar with the experiences of any 2SLGBTQI+ communities (say they are not very/not at all familiar with each). These individuals are more likely to be men and have a high school diploma or lower. These individuals are also more likely to say they are not a supporter of 2SLGBTQI+ communities (29% versus 15% for all Canadians), but more often than not, they are indifferent as a large portion (42%) say they don't know enough about 2SLGBTQI+ communities to assess their level of support.

Table 10. Familiarity with Various 2SLGBTQI+ Identities

Base n=actual (n=3400)	Very familiar	Somewhat familiar	Not very familiar	Not at all familiar
Lesbian	56%	32%	7%	5%
Gay	55%	32%	7%	6%
Bisexual	50%	34%	10%	6%
Trans	42%	38%	12%	7%
Queer	32%	34%	20%	14%
Intersex	13%	24%	32%	31%
Two-Spirit	12%	24%	31%	33%

Q: How familiar are you with what it means to identify as:

2.6.2. Comfort with 2SLGBTQI+ Communities

Canadians are overall comfortable being around those who are part of 2SLGBTQI+ communities; however, Canadians are more comfortable around those with a different sexual orientation than themselves, than they are comfortable around individuals with a gender identity that is not man or woman.

- 76 per cent are comfortable around people who have a different sexual orientation than themselves: 41 per cent are very comfortable and 35 per cent are somewhat comfortable.
- 66 per cent are comfortable around people who are Trans: 32 per cent are very comfortable and 34 per cent are somewhat comfortable.
- 62 per cent are comfortable around people who are Non-binary: 30 per cent are very comfortable and 32 per cent are somewhat comfortable.

The majority of Canadians are comfortable seeing 2SLGBTQI+ people showing public displays of affection (58% very comfortable or somewhat comfortable), though not as comfortable as they are with couples 'in general' showing public displays of affection (66%). Twice as many Canadian adults are very uncomfortable with 2SLGBTQI+ people showing public displays of affection, compared to public displays of affection in general (14% versus 8%).

Being comfortable around people who have a different sexual orientation than oneself is more common among Canadians who say Canada's culture and values are headed in the right direction, and those who have higher levels of trust in the federal government rather than demographic attributes. Young Canadian adults (those 18 to 24) are less comfortable around people who have a different sexual orientation than themselves.

Table 11. Comfort with 2SLGBTQI+ People and Communities

Base n=actual (n=3400)	Very comfortable	Somewhat comfortable	Somewhat uncomfortable	Very uncomfortable	Not sure
People who have a different sexual orientation than you	41%	35%	11%	7%	6%
People who are Non-binary (gender identities that are not solely man or woman)	30%	32%	16%	11%	10%
People who are Trans (their gender is not the same as the sex they were assigned at birth)	32%	34%	16%	10%	7%
Couples in general showing public displays of affection	28%	37%	20%	8%	6%
2SLGBTQI+ people showing public displays of affection	26%	32%	20%	14%	7%

Q. How comfortable, or uncomfortable, are you around... [

2.6.3. Relationship with 2SLGBTQI+ Communities

Just over two in five (41%) Canadians say they know someone in their life who identifies as part of a 2SLGBTQI+ community or communities. These individual(s) are most commonly a friend (53%), extended family member (39%), or an acquaintance (29%). Somewhat fewer (29%) have a work colleague who identifies as part of the 2SLGBTQI+ communities. Only one in ten (9%) say their child/children are part of the 2SLGBTQI+ communities and seven per cent say their spouse/partner are part of the 2SLGBTQI+ communities. One in ten (9%) are unsure if someone in their life is a member of 2SLGBTQI+ communities.

Figure 2. Relationship with Members of 2SLGBTQI+ Communities

Relationship	Percentage
Friend(s)	53%
Extended family member(s)	39%
Acquaintance(s)	29%
Work colleague(s)	20%
School colleague(s)	9%
Child/Children	9%
Spouse/partner	7%
Other	4%
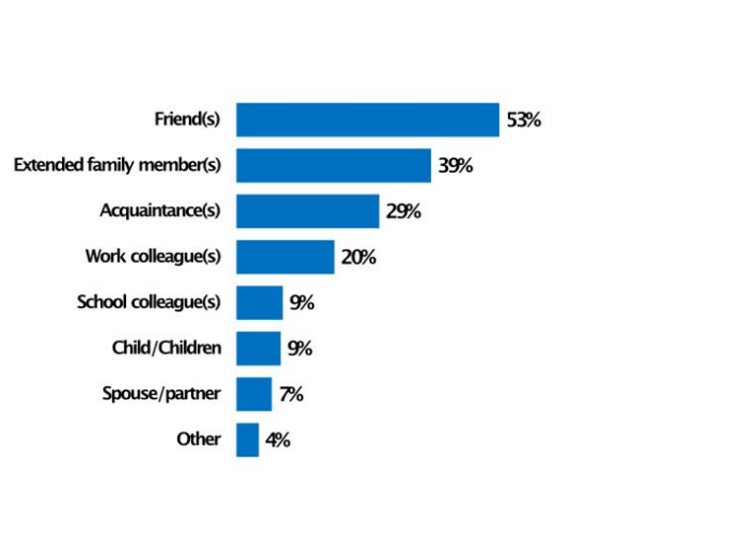
Q: What is your relationship to the member(s) of 2SLBGTQI+ communities in your life? Please select all that apply [n=1738]

2.7. 2SLGBTQI+ Communities in the Media

Aside from personal relationships, 43 per cent of Canadians say they have had exposure to issues 2SLGBTQI+ communities face in the media. 39 per cent say they have not had exposure to this type of content, while 19 per cent are unsure. The frequency of consuming this type of content is fairly consistent amongst many demographic attributes, including age, gender, and location.

Figure 3. Exposure to 2SLGBTQI+ Issues in the Media
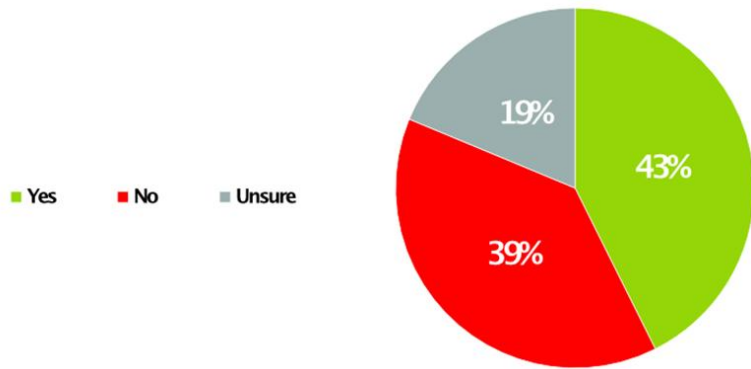
Q: Do you feel that you have had exposure to the issues 2SLGBTQI+ communities face in the media, or not?

Approximately two-thirds (63%) of Canadians have most frequently seen content relating to issues facing the 2SLGBTQI+ communities on social media. Over half have seen this content on local news (57%) and national news (56%). Media treatment is more likely to be seen by those who did not self-identify as part of 2SLGBTQI+ communities as positive (30%) than negative (18%). Opinions are the same among individuals who self-identified as part of 2SLGBTQI+ communities.

Table 12. Presentation of 2SLGBTQI+ Issues in the Media

Base n=actual (n=1609)	Positively	Neutrally	Negatively	Not sure
All Canadians	30%	44%	18%	9%
Self-identify as 2SLGBTQI+	32%	43%	20%	6%
Do not self-identify as 2SLGBTQI+	30%	44%	17%	9%

Q. How do you feel the issues that 2SLGBTQI+ communities face are presented in the media?

2.8. Experiences of 2SLGBTQI+ Communities

Three in ten (31%) Canadians think discrimination, stigma, and harassment toward 2SLGBTQI+ communities are a big or very big problem. Getting an understanding of what that means to Canadians requires digging deeper into how Canadians think about 2SLGBTQI+ communities.

2.8.1. Beliefs and Misinformation about 2SLGBTQI+ Communities

Aside from personal beliefs and influences from their network, stereotypes also influence Canadians' beliefs about 2SLGBTQI+ communities. For example, over half (53%) of Canadian adults strongly agree or agree that being a member of 2SLGBTQI+ communities isn't a choice, one-third (29%) strongly disagree or disagree, and a smaller portion (18%) are not sure.

However, even among those who agree being a member of 2SLGBTQI+ communities isn't a choice, stereotypes persist. Within this cohort of Canadians, a third (35%) believe people can be influenced or groomed into being a part of 2SLGBTQI+ communities.

There are also misconceptions about 2SLGBTQI+ individuals themselves. Half (51%) of Canadians believe members of 2SLGBTQI+ communities are more likely to live in big cities, and just under one-third (30%) believe members of 2SLGBTQI+ communities are more likely to have middle-class or upper-class lifestyles.

Two-thirds (65%) of Canadian adults believe 2SLGBTQI+ communities face less stigma and discrimination compared to 10 years ago. Among those who self-identified as a member of 2SLGBTQI+ communities, this number is higher at 76 per cent (76%).

Table 13. Belief of Myths about 2SLGBTQI+ Communities

Base n=actual (n=3400)	Strongly agree	Agree	Disagree	Strongly disagree	Not sure
Being 2SLGBTQI+ isn't a choice	24%	29%	17%	12%	18%
People can be influenced or groomed into being 2SLGBTQI+	12%	26%	21%	23%	18%
2SLGBTQI+ people face a lot less stigma and discrimination compared to 10 years ago	19%	46%	14%	6%	14%
2SLGBTQI+ people are more likely to live in big cities	13%	38%	20%	7%	22%
2SLGBTQI+ people are more likely to have middle-class or upper-class lifestyles	7%	23%	26%	11%	33%

Q: How much do you agree or disagree with each of the following?

2.8.2. Comfort with Specific Aspects of 2SLGBTQI+ Communities in Daily Life

Freedom of expression is an important value for Canadians. Overall, three-quarters (75%) of Canadians agree that people should be free to express their true selves and not be limited by society's expectations (34% strongly agree, 41% agree).

Canadians are, however, somewhat less receptive to the expression of members of the 2SLGBTQI+ communities.

- 60 per cent (21% strongly and 38% somewhat agree) say they are comfortable when people dress or appear in public in ways that are overtly 2SLGBTQI+.
- 58 per cent say they are comfortable with public performances by drag artists (e.g., drag story time).
- 53 per cent support 2SLGBTQI+ events (e.g., Pride events) in their community.

When it comes to 2SLGBTQI+ communities' public expression, men are less likely to be supportive of performances by drag artists and dressing in overt ways. They are also less likely to support events in the 2SLGBTQI+ communities. Those 65 years and older are also less comfortable and less likely to support events in the 2SLGBTQI+ communities.

Table 14. Comfort with Specific Situations

Base n=actual (n=3400)	Strongly agree/Agree	Strongly disagree/ Disagree	Not sure	Not applicable	Strongly agree/Agree (n/a excluded)
Each person should be free to express their true self and not be limited by society's expectations	75%	14%	7%	4%	**78%**
I would accept if someone in my family self-identified as 2SLGBTQI+	71%	14%	10%	6%	**75%**
I am comfortable with public performances by drag artists (e.g., drag story time)	58%	26%	10%	6%	**62%**
I support 2SLGBTQI+ events (e.g., Pride events) in my community	53%	27%	8%	13%	**60%**
People who belong to more than one group (e.g., faith, race, ethnicity, ability, etc.) face more discrimination than those belonging to only one group	55%	20%	20%	5%	**57%**
My faith-based beliefs are accepting of sexual and gender diversity	41%	24%	10%	25%	**55%**

Q: How much do you agree or disagree with each of the following?

While Canadians are not overly receptive to forms of expression within the 2SLGBTQI+ communities, they are generally accepting of 2SLGBTQI+ people and communities. Seven in ten (71%) Canadians say they would accept if someone in their family self-identified as 2SLGBTQI+, including 35 per cent who strongly agree and 36 per cent who somewhat agree.

There are lower levels of acceptance of a 2SLGBTQI+ family member among younger Canadians (those 18 to 24) and among men compared to women (68% versus 74%). Acceptance of a family member who identifies as a member of the 2SLGBTQI+ communities is closely related to sentiment about the direction of Canada's culture and values. Those who believe Canada's cultures and values are headed in the right direction are more likely to be supportive of 2SLGBTQI+ individuals in their family.

Table 15. Acceptance of 2SLGBTQI+ Individuals in their Family

Base n=actual (n=3400)	Strongly agree/Agree	Strongly disagree/ Disagree	Not sure	Not applicable
All Canadians	71%	14%	10%	6%
Canada's culture and values are headed in the right direction: strongly agree/agree	80%	10%	7%	3%
Canada's culture and values are headed in the right direction: strongly disagree/disagree	69%	16%	10%	5%

Q: In my opinion, Canada's culture and values are headed in the right direction: How much do you agree or disagree with each of the following?
Q: I would accept if someone in my family self-identified as 2SLGBTQI+: How much do you agree or disagree with each of the following?

Faith-based beliefs are not necessarily a barrier to acceptance of 2SLGBTQI+ communities. For those who have faith-based beliefs, over half (55%) strongly agree or agree that their faith-based beliefs are accepting of sexual and gender diversity. One-third (32%) disagree or strongly disagree that their faith-based beliefs are accepting of sexual and gender diversity.

2.8.3. Levels of Stigma Faced by Different 2SLGBTQI+ Communities

Despite a positive outlook on decreasing stigma over the past 10 years, many Canadians still believe stigma persists, particularly for certain groups within the wider 2SLGBTQI+ communities.

Among the different identities, Canadians believe Trans people face a great deal of stigma in their daily lives in Canada. Over half (55%) believe Trans people face a lot or quite a bit of stigma, while only one-quarter (23%) face only a little stigma.

Canadians are least certain about the degree of stigma felt by Intersex individuals (32% unsure) and Two-Spirit individuals (33% unsure).

Canadians believe individuals who are Bisexual, Lesbian, and Gay are least likely to experience stigma in their daily lives.

Figure 4. Stigma Faced by 2SLGBTQI+ Communities in Canada

	% A LOT / QUITE A BIT	% A LITTLE / NONE
Trans	55%	32%
Queer	40%	42%
Gay	39%	50%
Intersex	36%	32%
Lesbian	34%	54%
Two-Spirit	33%	33%
Bisexual	31%	55%
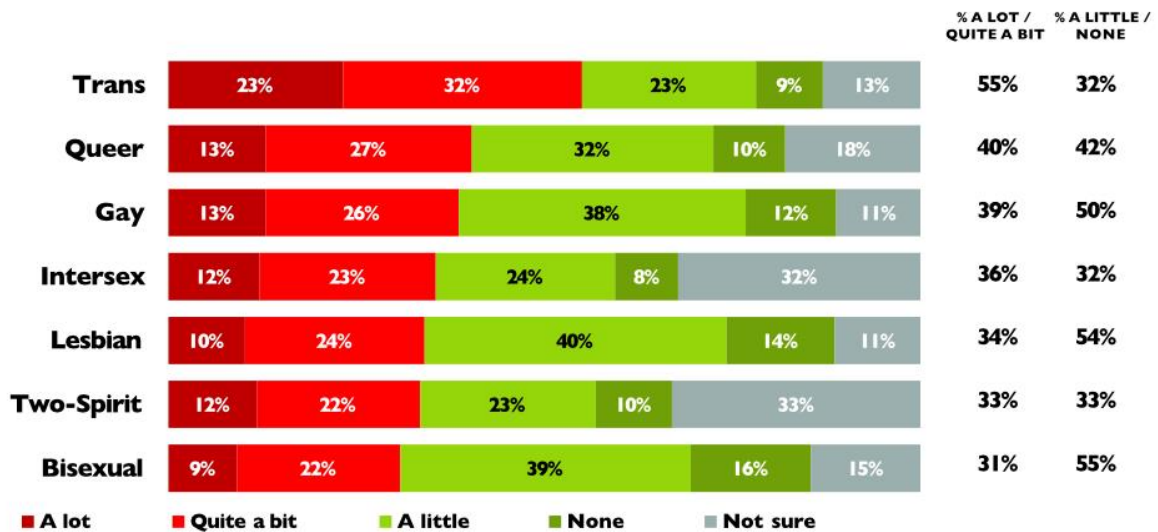
Q: How much stigma, if at all, do you think each of the following 2SLGBTQI+ groups face in their daily lives in Canada?

2.8.4. Types of Stigma Faced by Different 2SLGBTQI+ Communities

When asked to pinpoint the type of stigma these communities receive, Canadians are far more likely to focus on stigma from individuals both within one's own network and individuals more broadly rather than systemic or institutional stigma. Canadians believe the most pervasive type of stigma is being shunned by one's family, followed by harassment, both physical and verbal, online and offline.

Just under half of Canadians (47%) believe individuals in the 2SLGBTQI+ community feel unwelcome in social, faith-based, cultural, or public social settings. Fewer Canadians believe 2SLGBTQI+ individuals face stigma at work: 39 per cent say members of the 2SLGBTQI+ communities feel unwelcome at work, and 34 per cent say they may be excluded from job opportunities.

Less than a quarter believe individuals in 2SLGBTQI+ communities face systemic stigma like experiencing homelessness (24%) or experiencing a lack of access to healthcare, including mental healthcare (23%).

Figure 5. Types of Stigma Faced by Individuals in 2SLGBTQI+ Communities

Type of Stigma	Percentage
Shunned by family	57%
Verbally harassed or threatened in person	52%
Feel like others don't understand what it means to be 2SLGBTQI+	50%
Physically harassed or threatened	49%
Harassed or threatened online	48%
Feel unwelcome in social, faith-based, or cultural settings	47%
Feel unwelcome in public social spaces	45%
Not being accepted for who they are when interacting with people in positions of authority	43%
Feel unwelcome in places of work	39%
Excluded from job opportunities	34%
Experience homelessness	24%
Experience a lack of access to healthcare, including mental healthcare	23%
I don't think that members of 2SLGBTQI+ communities face stigma or discrimination	12%

Q: In which of the following ways, if any, do you think that members of 2SLGBTQI+ communities face stigma, harassment, or discrimination? Please select all that apply.

When it comes to specific groups within the 2SLGBTQI+ communities, Canadian adults don't believe any one community faces more stigma from their families than others.

To the same effect, harassment is similarly experienced amongst communities, aside from Trans people who are said to face more verbal and physical harassment than other communities.

Canadians are also more likely to say Trans people experience stigma when accessing healthcare, more so than other 2SLGBTQI+ communities.

Table 16. Types of Stigma by each 2SLGBTQI+ Community

Base n=actual (n=3400)	Two-Spirit	Lesbian	Gay	Bisexual	Trans	Queer	Intersex	Gender diverse people	All of these groups	None of these groups	Not sure
Excluded from job opportunities	21%	20%	21%	19%	27%	23%	22%	22%	17%	1%	3%
Shunned by family	43%	45%	46%	43%	47%	45%	43%	43%	39%	1%	5%
Feel unwelcome in social, faith-based, or cultural settings	35%	37%	37%	35%	40%	37%	36%	36%	32%	1%	4%
Feel unwelcome in public social spaces	30%	27%	28%	26%	37%	30%	31%	32%	24%	1%	4%
Feel unwelcome in places of work	25%	24%	25%	23%	31%	26%	26%	27%	21%	1%	4%
Physically harassed or threatened	36%	35%	39%	33%	42%	38%	36%	37%	31%	1%	4%
Verbally harassed or threatened in person	39%	39%	42%	37%	45%	41%	39%	40%	35%	0%	4%
Harassed or threatened online	37%	37%	39%	35%	41%	39%	37%	38%	33%	1%	3%
Experience homelessness	17%	16%	17%	16%	18%	17%	17%	17%	15%	0%	3%
Experience a lack of access to healthcare, including mental healthcare	15%	13%	13%	13%	17%	14%	15%	15%	12%	1%	2%
Feel like others don't understand what it means to be 2SLGBTQI+	39%	33%	33%	33%	39%	37%	38%	38%	30%	1%	5%
Not being accepted for who they are when interacting with people in positions of authority	30%	29%	30%	29%	35%	32%	31%	31%	27%	1%	5%

Q: Which of the following groups do you think experience each type of stigma, harassment, or discrimination? Please select all that apply

2.8.5. Drivers of Stigma

The survey also asked Canadians about their assumptions on the drivers of stigma. Among those who say stigma exists, there is no consensus on the cause of the stigma; rather, three key causes come to the forefront.

- 27 per cent say the key driver is people being threatened by something they don't understand.
- 25 per cent say the key driver is that people aren't comfortable with people who are different from them.
- 24 per cent say it is because people believe being a part of 2SLGBTQI+ communities is unnatural.

The remaining quarter point to not enough public awareness of what it means to be part of 2SLGBTQI+ communities (14%) or that people believe being part of 2SLGBTQI+ communities is a phase or trend (8%).

Newcomers are more likely to point to a lack of public awareness as the main driver for stigma (25%), while older Canadians (those 65 and older) believe it is due to people believing being part of 2SLGBTQI+ communities is unnatural (30%). Otherwise, drivers are perceived similarly among demographics.

Figure 6. Perceived Drivers of Stigma
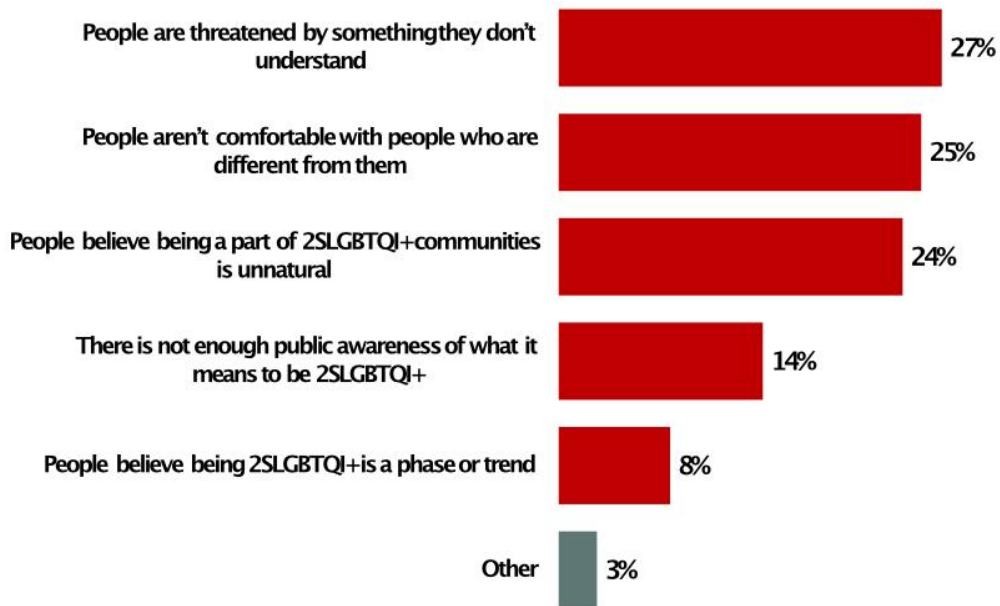
Driver	Percentage
People are threatened by something they don't understand	27%
People aren't comfortable with people who are different from them	25%
People believe being a part of 2SLGBTQI+ communities is unnatural	24%
There is not enough public awareness of what it means to be 2SLGBTQI+	14%
People believe being 2SLGBTQI+ is a phase or trend	8%
Other	3%

Q: Which of the following do you think is the primary reason that members of 2SLGBTQI+ communities face stigma, harassment, or discrimination? Please select one response.

2.8.6. Acceptance and Allyship

As a final exercise to understand support, or lack thereof, towards 2SLGBTQI+ communities, we asked whether individuals self-identify as an ally of 2SLGBTQI+ communities. Overall, 68 per cent of Canadian adults are supportive of 2SLGBTQI+ communities, including:

- 14 per cent can be considered strong and active supporters. They consider themselves strong supporters of 2SLGBTQI+ communities and speak out about stigma or discrimination when they see or hear it.
- 20 per cent say they are strong supporters of 2SLGBTQI+ communities.
- 35 per cent consider themselves generally supportive of 2SLGBTQI+ people and issues but don't feel strongly about it.
- 15 per cent say they are not a supporter of 2SLGBTQI+ communities.
- 17 per cent say they don't know enough about 2SLGBTQI+ communities to assess their level of support.

Figure 7. Support of 2SLGBTQI+ Communities

68% are supportive of 2SLGBTQI+ communities

14%
I am a strong supporter of 2SLGBTQI+ communities and speak out about stigma or discrimination when I see or hear it

20%
I am a strong supporter of 2SLGBTQI+ communities

35%
I am generally supportive of 2SLGBTQI+ people and issues but I don't feel strongly about it

15%
I am not a supporter of 2SLGBTQI+ communities

17%
I don't know enough about 2LSGBTQI+ communities to assess my level of support

When it comes to 2LSGBTQI+ communities, which of the following comes closer to your feelings?

Q: When it comes to 2LSGBTQI+ communities, which of the following comes closer to your feelings?

Among the following demographics, allyship is strongest among millennials, women, and those with higher levels of education, particularly post-graduate education. Community size has little influence on self-reported allyship.

Table 17. Demographic Breakdown of Allyship

Base n=actual (n=3400)	Strong supporter and speak out	Strong supporter	Generally supporter, don't feel strongly	Not a supporter	Don't know enough
Age					
Between 18 and 24	19%	25%	32%	12%	12%
Between 25 and 34	18%	30%	32%	12%	8%
Between 35 and 44	16%	24%	36%	14%	11%
Between 45 and 54	11%	20%	35%	16%	18%
Between 55 and 64	12%	11%	39%	16%	22%
65 or older	10%	12%	33%	17%	28%
Sex at Birth					
Male	11%	17%	37%	19%	16%
Female	16%	22%	32%	10%	19%
Community Size					
Rural	13%	19%	29%	16%	21%
Small population centre	14%	22%	32%	16%	17%
Medium population centre	13%	17%	39%	14%	16%
Large urban population centre	14%	20%	34%	14%	17%
Education					
High school or less	13%	18%	32%	13%	24%
College	14%	18%	35%	17%	16%
Undergraduate Degree	12%	24%	37%	14%	13%
Postgraduate degree	19%	21%	33%	15%	12%

*Q: When it comes to 2LSGBTQI+ communities, which of the following comes closer to your feelings?*

2.9. Media Campaigns and 2SLGBTQI+ Communities

2.9.1. Interest in Learning More

Just under half (46%) of Canadian adults are interested in learning more about issues being faced by 2SLGBTQI+ communities (very interested/somewhat interested).

Figure 8. Interest in Learning about Issues Faced by 2SLGBTQI+ Communities
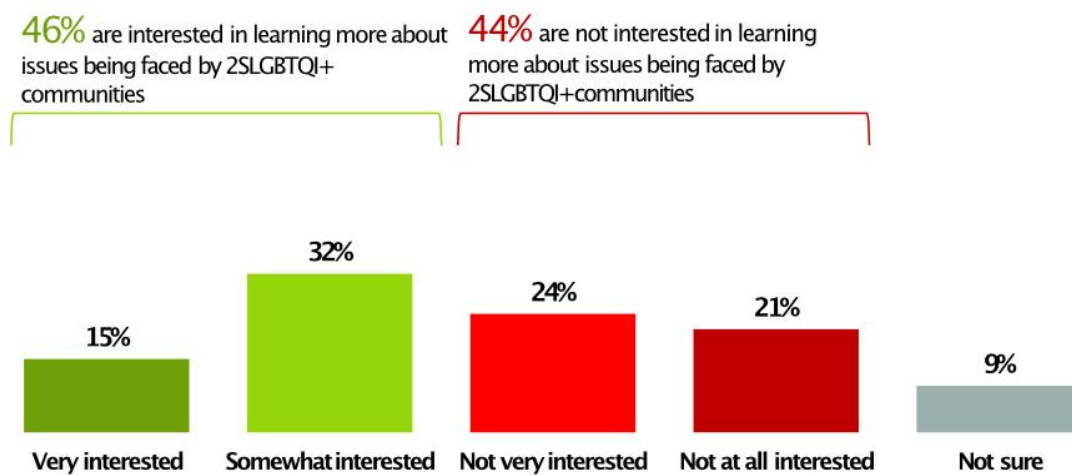
46% are interested in learning more about issues being faced by 2SLGBTQI+ communities

44% are not interested in learning more about issues being faced by 2SLGBTQI+communities

Very interested	Somewhat interested	Not very interested	Not at all interested	Not sure
15%	32%	24%	21%	9%

Q: How interested, if at all, are you in learning more about the issues being faced by 2SLGBTQI+ communities?

Interest in learning about 2SLGBTQI+ issues is linked to allyship. Naturally, those who are strong and active supporters are most interested in learning about issues, while those who do not consider themselves supportive are not receptive to information on 2SLGBTQI+ issues. But between these two groups, individuals who could benefit from more information on 2SLGBTQI+ issues are receptive to learning.

Among individuals who are strong (but not active) supporters, 78 per cent are interested in learning more, including 22 per cent who are very interested. Among individuals who are generally supportive but do not feel strongly about support, 42 per cent are interested in learning more, but only five per cent are very interested.

And among those who do not know enough to assess their level of support, one in five (20%) are interested in learning more, though it is also worth noting 29 per cent aren't sure if they are interested.

Table 18. Interest in Learning about 2SLGBTQI+ Issues by Allyship

Base n=actual (n=3400)	Very interested	Somewhat interested	Not very interested	Not at all interested	Not sure
I am a strong supporter of 2SLGBTQI+ communities and speak out about stigma or discrimination when I see or hear it	57%	31%	7%	2%	4%
I am a strong supporter of 2SLGBTQI+ communities	22%	56%	15%	3%	5%
I am generally supportive of 2SLGBTQI+ people and issues but I don't feel strongly about it	5%	37%	37%	14%	7%
I am not a supporter of 2SLGBTQI+ communities	1%	6%	19%	71%	3%
I don't know enough about 2LSGBTQI+ communities to assess my level of support	3%	17%	25%	26%	29%

Q: When it comes to 2LSGBTQI+ communities, which of the following comes closer to your feelings?
Q: How interested, if at all, are you in learning more about the issues being faced by 2SLGBTQI+ communities?

Table 19. Interest in Learning about 2SLGBTQI+ Issues by Demographics

Base n=actual (n=3400)	Very interested	Somewhat interested	Not very interested	Not at all interested	Not sure
Age					
Between 18 and 24	17%	32%	26%	15%	9%
Between 25 and 34	20%	41%	18%	14%	6%
Between 35 and 44	16%	33%	21%	20%	11%
Between 45 and 54	12%	33%	23%	22%	10%
Between 55 and 64	13%	29%	24%	23%	11%
65 or older	11%	25%	29%	26%	9%
Sex at Birth					
Male	12%	29%	25%	25%	9%
Female	17%	35%	22%	16%	10%
Community Size					
Rural	15%	28%	23%	24%	11%
Small population centre	12%	33%	25%	20%	9%
Medium population centre	14%	33%	26%	21%	7%
Large urban population centre	16%	32%	22%	20%	10%
Education					
High school or less	13%	27%	25%	21%	15%
College	14%	32%	25%	23%	7%
Undergraduate Degree	16%	39%	21%	19%	6%
Postgraduate degree	22%	34%	24%	16%	4%

Q: How interested, if at all, are you in learning more about the issues being faced by 2SLGBTQI+ communities?

2.9.2. Support for Potential Federal Government Initiatives

Aside from their own learning, there is also broad support for campaigns from the federal government, including awareness campaigns.

- 66 per cent of Canadian adults are supportive of federal funding for awareness workshops and training for professionals who provide services to 2SLGBTQI+ communities. On the contrary, 21 per cent oppose and 12 per cent are unsure.
- 53 per cent of Canadians are supportive of adding 2SLGBTQI+ topics into education curricula, while 33 per cent oppose and 14 per cent are unsure.
- 51 per cent of Canadians are supportive of financial support for 2SLGBTQI+ community organizations; however, 33 per cent oppose and 17 per cent are indifferent.

Table 21. Support for Federal Government Initiatives

Base n=actual (n=3400)	Strongly support	Support	Oppose	Strongly oppose	Not sure
Financial support for 2SLGBTQI+ community organizations	14%	37%	17%	16%	17%
Adding 2SLGBTQI+ topics into education curricula (e.g., gender identity, gender expression, sexual orientation, etc.)	18%	35%	16%	17%	14%
Awareness workshops and training for professionals who provide services to 2SLGBTQI+ communities such as those in the medical, legal, and service industries	22%	44%	10%	11%	12%

Q. Do you support or oppose federal funding for each of the following:

If the federal government were to undertake an education campaign, Canadian adults would prefer the campaign focus on bringing awareness to discrimination faced by 2SLGBTQI+ communities (61%), education on gender identity, gender expression, sexual orientation, etc. (61%), or addressing discrimination/stigma (56%).

Interest is lower but still notable for information about Two-Spirit history and culture (46%). Of the 46 per cent who are interested in Two-Spirit history and culture, over half (54%) were respondents who self-identified as Indigenous. The lowest interest was for a campaign that focuses on lived experiences (39%).

Figure 9. Preferences for Federal Information Campaign
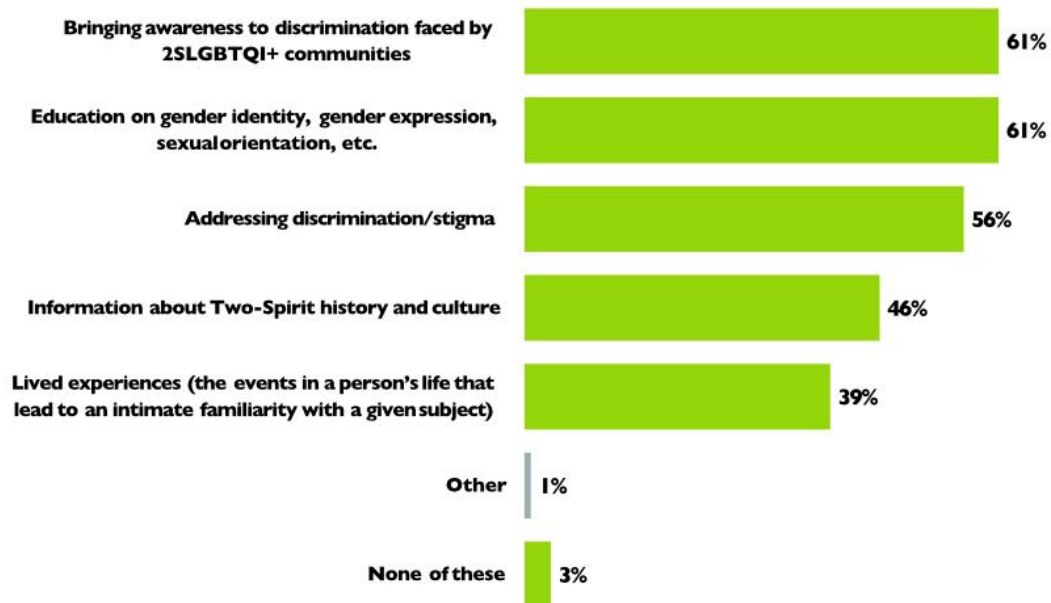
Q: If there were a federal information campaign, which of the following types of messages or information, would you be most interested in? Select all that apply.

3. Segmentation Analysis

To better understand how the attitudes, behaviours, and demographics go together, a segmentation analysis was conducted using Latent Class Analysis (LCA). Latent Class Analysis identifies latent subpopulations within a population based on a set of variables. Like other segmentation approaches, LCA approaches are sensitive to the variables entered and the maximum number of sub-populations that are allowed to exist.
Variable included:

- Demographic/profile variables: age, gender, community size, education, Indigenous or not, sexual orientation, sex at birth, gender identity.
- Attitude variables:
  - General attitudes and values: about the direction of Canada, conspiratorial and libertarian beliefs, trust (federal government, academics, average Canadians).
  - Perceptions of inequality and stigma across groups.
  - 2SLGBTQI+ familiarity and comfort as well as beliefs about the communities.

Based on these characteristics, the Canadian population can be grouped into five interesting groups.

Equity Seekers (29%) – A skeptical group that thinks Canada does not do a good job of treating equity-deserving groups (i.e., 2SLGBTQI+ communities, racialized communities) equally. This group believes more than others that stigma is a big or very big problem for groups like 2SLGBTQI+ communities (59%

big or very big), Indigenous people (82%), racialized Canadians (69%), Black communities (69%), and women (46%). The perception that there is stigma is associated, nevertheless, with a general belief that Canada is a good place for equity-deserving people to live (88% agree) and a general agreement that things are going in the right direction.

The Equity Seekers group is most likely to be familiar with 2SLGBTQI+ communities (41% very familiar) and to have someone in their life who identifies as 2SLGBTQI+ (65%). In fact, 98 per cent are at least somewhat comfortable with people of different sexual orientations and 89 per cent are comfortable being around people who are Non-binary. Additionally, six in 10 are strong supporters of 2SLGBTQI+ communities.

This group understands stigma and likely would benefit most from seeing action being taken as well as strategies/information to help them talk about these issues that they care about.

Diversity Valuers (19%) – A group that embraces the ideas of diversity and equity but perhaps does not see inequality as clearly, especially as compared with the Equity Seekers. More than eight in 10 members of this group think Canada is moving in the right direction overall (84%), with respect to cultural values (88%), and when it comes to the issues facing 2SLGBTQI+ communities. Combined with high trust in the federal government (mean = 6.8 out of 10), this group sees Canada in a positive light. More than 7 in 10 think 2SLGBTQI+ communities (72%) and racialized Canadians (71%) are treated equally. Reflecting this, only 29 per cent think stigma is a big or very big problem when it comes to the 2SLGBTQI+ communities. More than eight in ten Diversity Valuers think 2SLGBTQI+ groups face less discrimination than ten years ago.

The perception among Diversity Valuers that stigma is not much of a problem may reflect, in part, their own attitudes about these questions, especially as it relates to 2SLGBTQI+ communities. For example, 92 per cent are comfortable with a person with a different sexual orientation and 84 per cent with someone who is Non-binary. The Diversity Valuers are as likely as Equity Seekers to be champions of the 2SLGBTQI+ communities.

Overcoming their complacency is the most important opportunity for this group. They are against stigma; however, they don't actively see what types of stigma the 2SLGBTQI+ communities face.

Complacent (24%) – If Diversity Valuers are distinguished by their fervent view that things are good and diversity is a positive value, the Complacent group is all about being positive but somewhat less engaged. The Complacent group are more likely (60%) than the Equity Seekers but less likely than the Diversity Valuers to agree that things are going in the right direction. They share, however, the positive view of the Diversity Valuers that Canada is an equitable place (86% agree) and a good place for equity-seeking groups (94%). They have modest to low trust in the federal government (5.4 out of 10).

Most (86%) of the members of this group rate Canada as good at treating everyone equitably but few (9%) rate Canada as very good or excellent. For example, 22 per cent think Canada is doing an excellent or very good job treating 2SLGBTQI+ communities equally, and 55 per cent think Canada is doing a good job. Even though they do not see Canada as doing an excellent job with equitable treatment, a minority see a big problem with stigma for 2SLGBTQI+ (18%) and racialized communities (24%). Part of what is likely driving the relative complacency is the low level of familiarity (8% responded they were very familiar with 2SLGBTQI+ communities) and the less contact with people in their life who are part of 2SLGBTQI+ communities (34%).

The Complacent group represents an opportunity when it comes to addressing stigma because while they are not champions of 2SLGBTQI+ communities, they are not detractors.

Opponents (19%) – This group does not share a pro-diversity view of Canada. The commonality for this group is dominant anti-establishment values and opinions. Only one in four think Canada is moving in the right direction overall (27%), more than seven in ten think information is being concealed (72%), and 74 per cent are concerned with the erosion of liberties and freedom. This group also has the lowest trust in the federal government (3.2 out of 10) and academics (4.9).

More than four in ten (44%) self-identity as not being a supporter of 2SLGBTQI+ communities. While 28 per cent think that stigma against 2SLGBTQI+ is a big problem, even more (36%) think stigma against faith-based communities and people like them (40%) is a problem. While 45% are comfortable with people of a different sexual orientation, only 28 per cent are comfortable with Non-binary people.

Increasing the tolerance among this group for people in 2SLGBTQI+ communities would be ideal, but the low trust and overall anti-government stance may make this group hard to reach. Additionally, they may be unreceptive to the message.

Disengaged (8%) – This is a small group defined primarily by its lack of engagement on the issues of equity and diversity. The group is not enthusiastic about the direction of the country and had trust numbers closer to the Opponents (e.g., federal government trust is 4.4 out of 10). Many do not have opinions on key attitudes, reflecting their lack of engagement.

Only eight per cent of the disengaged are very familiar with 2SLGBTQI+ communities, and only 16 per cent report having someone in their life who identifies as part of a 2SLGBTQI+ communities.

Reaching this group would be challenging, given their lack of opinions and trust in the government.

3.1. Segmentation Demographics

There are some notable demographic differences across the segments. Most notably are:
- The high percentage of women who are Equity Seekers. Men are overrepresented in the Opponents.
- Diversity Valuers tend to be younger while the Complacent and Disengaged groups tend to be older.

Table 22. Demographic Components of Segments

Base n=actual (n=3400)	Equity seekers	Diversity valuers	Complacent	Opponents	Disengaged
Age					
18 to 24	8%	13%	8%	17%	10%
25 to 34	17%	26%	14%	17%	12%
35 to 44	16%	19%	15%	19%	15%
45 to 54	16%	12%	16%	16%	16%
55 to 64	20%	10%	19%	14%	19%
65 and older	23%	20%	28%	17%	28%
Sex at Birth					
Male	32%	58%	52%	61%	40%
Female	67%	42%	48%	37%	60%
Intersex	0.1%	0%	0%	1.7%	0%
Prefer not to answer	0.2%	0%	0%	0.3%	0%
Gender Identity					
Two-Spirit	0.5%	1%	1%	2%	0%
Woman	66%	41%	47%	37%	58%
Man	32%	55%	51%	54%	33%
Trans	1%	3%	1%	2%	0%
Non-binary	1%	1%	1%	3%	1%
A gender not listed above (please specify)	0.3%	1%	0.3%	1%	0%
Prefer not to answer	1%	1%	0%	3%	8%
Community Size					
Rural	9%	8%	9%	12%	12%
Small population centre	16%	15%	19%	18%	18%
Medium population centre	21%	24%	25%	23%	14%
Large urban population centre	53%	52%	48%	47%	56%

3.2. Key Attitudes by Segment

Interest in Learning More

As you might expect given their profile, Equity Seekers and Diversity valuers are the most interested in learning more about issues being faced by 2SLGBTQI+ communities. Some of the Complacent group is open to learning more.

Table 23. Interest in Learning More by Segments

Base n=actual (n=3400)	Equity seekers	Diversity valuers	Complacent	Opponents	Disengaged
Very interested	31%	30%	4%	4%	2%
Somewhat interested	47%	34%	41%	12%	10%
Not very interested	10%	22%	37%	22%	24%
Not at all interested	5%	9%	11%	56%	29%
Not sure	7%	5%	7%	6%	35%
Very interested	31%	30%	4%	4%	2%

Q. How interested, if at all, are you in learning more about the issues being faced by 2SLGBTQI+ communities?

4. Multivariate Analysis

4.1. Stigma Facing 2SLGBTQI+ Communities

Three in 10 Canadians think that stigma is a big or very big problem for 2SLGBTQI+ communities. While demographics (i.e., age, gender) and attitudes (i.e., the direction of the country) are related to perceptions of stigma, a multivariate regression model allows us to see the impact of demographics and attitudes controlling for other variables. The table below shows the Ordinary Least Squares (OLS) regression analysis for the following model.

Dependent variable: Perceived stigma faced by 2SLGBTQI+ communities

Independent variables:

- **Demographics:** Age, gender, membership in a 2SLGBTQI+ community or communities, education, community size, and region.
- **Attitudes and values:** Perceptions of the direction of the country, attitudes about freedom, value of diversity for Canada, information being withheld and trust (in Canadians and federal government).
- **Familiarity with 2SLGBTQI+:** Awareness and personal experience.

- **Attitudes about 2SLGBTQI+:** Perceptions of how equitable Canada is for 2SLGBTQI+, comfort with people of other sexual orientations, comfort with Non-binary individuals, support for 2SLGBTQI+ events and for people who are overtly part of 2SLGBTQI+ communities.

The regression was tested first with demographics and then with each of the blocks of independent variables. The demographic model is not shown here but largely indicates that those whose sex was assigned male at birth and newcomers are less likely to perceive stigma. Those whose gender or sexual orientation is associated with a 2SLGBTQI+ community or communities are more likely to perceive stigma. Model 1 below confirms these variables are still important when we add overall values and attitudes. In addition, trust in the federal government, belief that diversity is a positive thing for Canada, and familiarity with 2SLGBTQI+ issues (including knowing someone in your life who identifies as 2SLGBTQI+) are all drivers of thinking that there is stigma. Trust in Canadians is associated with perceiving less stigma. The overall model does not explain very much of the perceived stigma (adj-R^2 is only 0.07).

Model 2 includes attitudes about 2SLGBTQI+ communities. Most notably, the more you think that Canada is performing well in ensuring that 2SLGBTQI+ communities are treated equally, the less likely you are to perceive there to be stigma. Those who support 2SLGBTQI+ individuals in their community are much more likely to perceive stigma. The model performs much better (adj-R^2 is .18), but much of the variance is not accounted for.

Table 24: Regression Model for 2SLGBTQI+ Stigma

	Model 1	Model 2
Adj-R^2	0.07	0.18
Age	-0.03	-0.03
Male (sex assigned at birth)	**-0.05**	-0.02
2SLGBTQI+ communities	**0.05**	0.02
Education	**-0.04**	-0.04
Alberta	-0.01	0.00
Quebec	-0.02	0.00
Atlantic	-0.03	-0.02
Saskatchewan/Manitoba	-0.02	-0.01
British Columbia	0.00	0.00
Community size	0.00	-0.01
Newcomer to Canada	**-0.07**	**-0.05**
Trust in the federal government	**0.05**	**0.07**
Trust of Canadians	**-0.07**	-0.04
Agree: In my opinion, Canada as a country is headed in the right direction overall	0.02	0.03
Agree: One of the best things about Canada is our diversity	**0.15**	**0.11**
Agree: I am concerned about the loss of liberties and freedoms in Canada	-0.01	0.01
Agree: Important information about the Government of Canada is hidden from the public	0.01	0.02
Familiar with 2SLGBTQI+ communities	**0.09**	**0.11**
Someone in life identifies as 2SLGBTQI+	**0.08**	0.03
How well, or poorly, is Canada performing in ensuring that each of the 2SLGBTQI+ communities are treated equally		**-0.28**
Comfort around someone with different sexual orientation		-0.03
Comfort around someone who is Non-binary		0.02
Agree: My faith-based beliefs are accepting of sexual and gender diversity		0.00
Agree: I support 2SLGBTQI+ events (e.g., Pride events) in my community		**0.14**
Agree: I am comfortable when people dress or appear in public in ways that are overtly 2SLGBTQI+		**0.05**

Values are Beta (standardized coefficients)

4.2. Comfort Around 2SLGBTQI+ Communities

The table below shows the OLS regression analysis for the following model.

Dependent variable: Comfort around 2SLBGTQI+ communities

- Index based on four questions; people who have a different sexual orientation than you; People who are Non-binary (gender identities that are not solely man or woman); Trans people (their gender is not the same as the sex they were assigned at birth); 2SLGBTQI+ people showing public displays of affection.

Independent variables:

- **Demographics:** Age, gender, membership in a 2SLGBTQI+ community or communities, education, community size, and region.
- **Attitudes and values:** Perceptions of the direction of the country, attitudes about freedom, value of diversity for Canada, information being withheld and trust (in Canadians and Federal government).
- **Familiarity with 2SLGBTQI+:** Awareness and personal experience.
- **Attitudes about 2SLGBTQI+:** Perceptions of how equitable Canada is for 2SLGBTQI+, personal faith and gender diversity, beliefs that being 2SLGBTQI+ is not a choice, and beliefs around being influenced or groomed.

The two final models are shown in the table below. Model 1 focuses on demographics, overall values and familiarity with 2SLGBTQI+. The overall model fit is good at 0.28.

- The most significant predictors of comfort or tolerance are knowing someone who identifies as 2SLGBTQI+, believing in the value of diversity of Canada and generally knowing more about 2SLGBTQI+ communities.
- There are modest positive benefits of being part of the 2SLGBTQI+ communities, being from an urban location and thinking Canada is heading in the right direction.
- There are modest negative effects of being concerned with the loss of freedom or being a newcomer.

Model 2 adds attitudes around gender fluidity and perceptions of 2SLGBTQI+ communities. The model performs even better, and it is evident that people whose faith is accepting are more comfortable with 2SLGBTQI+ communities, as are people who recognize that being 2SLGBTQI+ is not a choice. That said, those who believe that people can be groomed are less comfortable.

Table 25. Regression Model for 2SLGBTQI+ Stigma

	Model 1	Model 2
Adj-R^2	0.28	0.43
Age	0.00	**-0.04**
Male (sex assigned at birth)	**-0.09**	**-0.06**
2SLGBTQI+ communities	**0.08**	0.02
Education	-0.03	-0.02
Alberta	-0.03	-0.02
Quebec	0.00	-0.01
Atlantic	0.02	0.00
Saskatchewan/Manitoba	-0.02	-0.02
British Columbia	0.01	0.01
Community size	**0.04**	0.03
Newcomer to Canada	**-0.04**	-0.01
Trust in the federal government	-0.02	-0.03
Trust of Canadians	0.02	0.03
Agree: In my opinion, Canada as a country is headed in the right direction overall	**0.08**	**0.05**
Agree: One of the best things about Canada is our diversity	**0.23**	**0.13**
Agree: I am concerned about the loss of liberties and freedoms in Canada	**-0.06**	-0.02
Agree: Important information about the Government of Canada is hidden from the public	-0.02	-0.02
Familiar with 2SLGBTQI+ communities	**0.17**	**0.14**
Someone in life identifies as 2SLGBTQI+	**0.23**	**0.13**
How well, or poorly, is Canada performing in ensuring that each of the 2SLGBTQI+ communities are treated equally		-0.01
Agree: My faith-based beliefs are accepting of sexual and gender diversity		**0.24**
Agree: Being 2SLGBTQI+ isn't a choice		**0.27**
Agree: People can be influenced or groomed into being 2SLGBTQI+		**-0.11**

Values are Beta (standardized coefficients)

5. Methodology

5.1. Methodological Overview

The online quantitative survey was conducted between March 8 and March 20, 2023. A total of 3,400 surveys were completed across Canada using an online panel.

Questionnaire

The questionnaire (both English and French) was developed by Abacus Data in close consultation with Women and Gender Equality Canada to ensure that the survey captured the key areas of interest around the public's attitudes, behaviour, and awareness of 2SLGBTQI+ communities.

Survey Pretest

The online survey pretest was completed on March 8, 2023. Twenty interviews were completed (10 in each official language). Pretest results were kept in the final data as there were no further changes to the survey instrument.

Non-response Bias

There is a possibility of non-response bias, which is introduced because certain types of individuals may be more or less likely to respond to the survey. The survey does not, for example, include members of the population who do not have access to the Internet. In addition, there are some groups within the population that are systemically less likely to answer surveys.

To address the issue of non-response bias, data were weighted to be reflective of the population of Canada using age, gender, and province.

Weighting

Weighting adjustments were applied to the final edited, clean data to ensure that the data is reflective of the population by age, gender, and province.

Margin of Error

No margin of error is reported because the sample was not a probability sample of the Canadian population. Respondents were sourced from a panel.

Tabulated Data

Detailed tables are included under separate cover.

6. Appendix: Survey Instrument

6.1. Questionnaire

Introduction

Thank you for agreeing to take part in this survey. The time required to take the survey may vary, but we encourage participants to set aside at least 15 minutes.

Background information

This research is being conducted by Abacus Data, a Canadian public opinion research firm on behalf of Women and Gender Equality Canada (WAGE), a Government of Canada department.

This online survey aims to collect opinions and feedback from Canadians about issues facing 2SLGBTQI+ communities that will be used by WAGE to help inform government actions and decisions. Please be aware that the survey explores myths, stigma, stereotypes as well as the experiences of those who identify as part of 2SLGBTQI+ communities. Some of the topics explored within this survey may be deeply upsetting and triggering. You are encouraged to take the necessary steps to protect your well-being.

How does the online survey work?

- You are being asked to offer your opinions and experiences through an online survey. You must be 18 years or older to participate in this survey.
- We anticipate that the survey will take 15 minutes to complete.
- Your participation in the survey is completely voluntary.
- Your responses are confidential and will only ever be reported in aggregate - never in any way that can identify any individual respondent or their responses.
- Your decision to participate or not will not affect any dealings you may have with the Government of Canada.
- The survey is accessible to people with physical, sensory, and cognitive disabilities. The survey is accessible for screen reader technology to assist people that are visually impaired.
- This survey is available in both official languages, English and French.

What about your personal information?

- Your survey response will be anonymous. No information that could be used to identify you will be collected unless you voluntarily provide it. Any information gathered in connection with this study that can identify you will remain confidential. If you do voluntarily provide any information that could be used to identify you, the research team will maintain your confidentiality by taking precautions to minimize any risk to your privacy from participating in this survey. The results of this survey will not name you or identify you as a participant in any way.

- Any information that may identify you is governed in accordance with the Personal Information Protection and Electronic Documents Act (PIPEDA). As such, no identifying information (e.g., your email address) will be provided to Women and Gender Equality Canada.
  Programming note: link is to https://www.priv.gc.ca/en/privacy-topics/privacy-laws-in-canada/the-personal-information-protection-and-electronic-documents-act-pipeda/
  French: https://www.priv.gc.ca/fr/sujets-lies-a-la-protection-de-la-vie-privee/lois-sur-la-protection-des-renseignements-personnels-au-canada/la-loi-sur-la-protection-des-renseignements-personnels-et-les-documents-electroniques-lprpde/
- The information provided to Women and Gender Equality Canada is governed in accordance with the Privacy Act.
  Programming note: link is to https://laws-lois.justice.gc.ca/eng/acts/P-21/
  French: https://laws-lois.justice.gc.ca/fra/lois/p-21/
- **Purpose of collection:** We require your personal information, such as demographic information, to better understand the views of survey respondents. However, your responses are always combined with the responses of others for analysis and reporting; you will never be identified.
- **Your rights under the Privacy Act:** In addition to protecting your personal information, the *Privacy Act* gives you the right to request access to and correction of your personal information. For more information about these rights, or about our privacy practices, please contact FEGC.Communications.WAGE@fegc-wage.gc.ca. You also have the right to file a complaint with the Privacy Commissioner of Canada if you think your personal information has been mishandled.

If you are experiencing a technical issue while responding to the survey, please contact Abacus's technical support team at …

Your help is greatly appreciated, and we look forward to receiving your feedback.

Screening Questions

SCR1a In what year were you born?
[Validation between 1900 and 2005]; [TERMINATE BETWEEN 2005 and 2023]
[YYYY]
I prefer not to answer

SCR1b [ASK IF PREFER NOT TO ANSWER at SCR1a] Would you be willing to indicate in which of the following age categories you belong? Please select one response.
Under 18   TERMINATE
Between 18 and 24
Between 25 and 34
Between 35 and 44
Between 45 and 54
Between 55 and 64
65 or older
I prefer not to answer   TERMINATE

SCR2a. What sex were you assigned at birth? Please select one response.

Male 1
Female..................................... 2
Intersex ………………………………….3
Prefer not to answer.............. 9

SCR3a Do you self-identify as any of the following? Select all that apply.

An Indigenous person (First Nations, Inuit, or Métis)........1
A member of an ethnocultural or a visible minority group   2
A newcomer to Canada (within the last five years) ……………………3
A person with a disability.. 4
A member of 2SLGBTQI+ community or communities………………5
None of the above 6
I prefer not to answer.. 09

SCR3b [IF IDENTIFIES AS INDIGENOUS] Do you self-identify as…

First Nations living on-reserve 1
First Nations not living on-reserve 2
Inuit 3
Métis 4
None of the above 5
I prefer not to answer.. 12

SCR4 In which province or territory do you currently live? Please select one response.
[LIST PROVINCES AND TERRITORIES]

SCR5 Which of the following best describes where you live? Please select one response.
Small population centre (population between 1,000 and 29,999)………………… 1
Medium population centre (population between 30,000 and 99,999)………….. 2
Large urban population centre (population of 100,000 and over)………………… 3
Rural (population under 1,000)……………………………………………….. 4

Main survey

General evaluation (right direction; or specific to culture)

1. How much do you agree or disagree with each of the following?
    a. In my opinion, Canada as a country is headed in the right direction overall
    b. In my opinion, Canada's culture and values are headed in the right direction
    c. In my opinion, Canada as a country is headed in the right direction when it comes to issues facing the 2SLGBTQI+ communities

    [SCALE: Strongly agree / Agree / Disagree / Strongly disagree/ Not sure]

2. How much do you agree or disagree with each of the following? Canada is…
    a. An equitable place for *everyone* to live
    b. A good place for *people like me* to live
    c. A good place for *equity-seeking groups* to live [A group of people who, because of systemic discrimination, face barriers that prevent them from having the same access to the resources and opportunities that are available to other members of society, and that are necessary for them to attain just outcomes.]

    [SCALE: Strongly agree / Agree / Disagree / Strongly disagree/ Not sure]

Values and beliefs

3. How much do you agree or disagree with each of the following?
    a. Important information about the Government of Canada is hidden from the public
    b. I am concerned about the loss of liberties and freedoms in Canada
    c. Protecting the rights of some people means taking away from others
    d. One of the best things about Canada is our diversity
    e. Someone's sexual orientation is private and should not be discussed in public
    f. I am worried about the values our children are learning

    [SCALE: Strongly agree / Agree / Disagree / Strongly disagree/ Not sure]

4. Using a 10-point scale where 0 is no trust and 10 is a very high level of trust, how much do you trust the following people and organizations?
    a. Canadian population (in general)
    b. The federal government
    c. The provincial or territorial government
    d. The municipal government
    e. Academics or subject matter experts
    f. The media
    g. Scientists
    h. Local or community organizations

Broad perspective on equity deserving groups

5. How well, or poorly, is Canada performing in ensuring that each of the following groups are treated equally?
    a. 2SLGBTQI+ communities
    b. Racialized communities
    c. Women
    d. Black communities
    e. Language minorities
    f. Faith-based communities
    g. Indigenous Peoples
    h. People with low-income
    i. People with disabilities

j.   Newcomer and immigrant communities
k.   Youth (under the age of 18)
l.   People like me

[SCALE: Excellent / Very good / Good / Fair / Poor]

6.   How big a problem, if at all, is discrimination, stigma, and harassment in Canada for each of the following groups?
a.   2SLGBTQI+ communities
b.   Racialized communities
c.   Women
d.   Black communities
e.   Language minorities
f.   Faith-based communities
g.   Indigenous Peoples
h.   People with low-income
i.   People with disabilities
j.   Newcomer and immigrant communities
k.   Youth (under the age of 18)
l.   People like me

[SCALE: Very big problem, big problem, small problem, very small problem, not a problem at all]

Awareness and understanding of 2SLGBTQI+

7.   How familiar, if at all, are you with the following term?
a.   2SLGBTQI+

[SCALE: Very familiar / Somewhat familiar / Not very familiar / Not at all familiar]

8.   The letters in the 2SLGBTQI+ acronym includes different gender identities, gender expressions, and sexual orientations. Are you familiar with what each letter stands for?
a.   2S
b.   L
c.   G
d.   B
e.   T
f.   Q
g.   I
h.   +

[YES/NO]

[DISPLAY TEXT] 2SLGBTQI+ is an acronym that stands for Two-Spirit, Lesbian, Gay, Bisexual, Transgender, Queer, Intersex, and people who identify as part of sexual and gender diverse communities who use additional terminologies.

9. How familiar are you with what it means to identify as…?
   a. Two-Spirit
   b. Lesbian
   c. Gay
   d. Bisexual
   e. Trans
   f. Queer
   g. Intersex

 [SCALE: Very familiar / Somewhat familiar / Not very familiar / Not at all familiar]

10. Is there someone in your life who identifies as part of 2SLGBTQI+ communities?
    YES
    NO
    UNSURE

11. [If you answer YES] What is your relationship to the member(s) of 2SLBGTQI+ communities in your life? Please select all that apply.
    Spouse/partner
    Child/Children
    Extended family member(s)
    Work colleague(s)
    School colleague(s)
    Acquaintance(s)
    Friend(s)
    Other (please specify):

12. Do you feel that you have had exposure to the issues 2SLGBTQI+ communities face in the media, or not?
    a. Yes
    b. No
    c. Not sure

13. [IF YES] How do you feel the issues that 2SLGBTQI+ communities face are presented in the media?
    d. Positively
    e. Neutrally
    f. Negatively
    g. Not sure

14. [IF YES] What forms of media do you frequently see feature 2SLGBTQI+ communities' issues? Select all that apply.
    a. Social media
    b. Local news
    c. National news
    d. International news
    e. Radio

f. Local community organization publications
g. National community organization publications
h. International community organization publications
i. Magazines
j. Other, please specify:

15. How comfortable, or uncomfortable, are you around…
    a. People who have a different sexual orientation than you
    b. People who identify as non-binary (gender identities that are not solely man or woman)
    c. People who identify as trans (their gender is not the same as the sex they were assigned at birth)
    d. Couples in general showing public displays of affection
    e. 2SLGBTQI+ people showing public displays of affection

    [SCALE: Very comfortable / somewhat comfortable / Somewhat uncomfortable / Very uncomfortable / Not sure]

16. How much do you agree or disagree with each of the following?
    a. 2SLGBTQI+ people are more likely to have middle-class or upper-class lifestyles.
    b. 2SLGBTQI+ people are more likely to live in big cities.
    c. 2SLGBTQI+ people face a lot less stigma and discrimination compared to 10 years ago.
    d. Being 2SLGBTQI+ isn't a choice.
    e. People can be influenced or groomed into being 2SLGBTQI+
    f. Indigenous 2SLGBTQI+ Peoples and communities are more at risk of experiencing violence than the general population.
    g. Racialized 2SLGBTQI+ people and communities are more at risk of experiencing violence than the general population.

    [SCALE: Strongly agree / Agree / Disagree / Strongly disagree/ Not sure]

Focus on 2SLGBTQI+

17. How much stigma, if at all, do you think each of the following 2SLGBTQI+ groups face in their daily lives in Canada? [Add definition of each as hover]
    a. Two-Spirit [The "2S" in "2SLGBTQI+" is an English-language term used to broadly capture concepts traditional to many Indigenous cultures. It is a culturally specific identity used by some Indigenous people to indicate a person whose gender identity, spiritual identity and/or sexual orientation includes both male and female spirits.]
    b. Lesbian [Typically a woman who is sexually and/or romantically attracted to other women.]
    c. Gay [A person who is sexually and/or romantically attracted to people of their same sex or gender identity. Traditionally this identity was reserved for men, but it has been adopted by people of all gender identities.]
    d. Bisexual [A person who is sexually and/or romantically attracted to two or more genders.]

e. Trans [A person whose gender identity differs from what is typically associated with the sex they were assigned at birth.]
f. Queer [Historically a derogatory term used as a slur against 2SLGBTQI+ people, this term has been reclaimed by many 2SLGBTQI+ people as a positive way to describe themselves, and as a way to include the many diverse identities not covered by common 2SLGBTQI+ acronym.]
g. Intersex [An umbrella term to capture various types of biological sex differentiation. Intersex people have variations in their sex characteristics, such as sex chromosomes, internal reproductive organs, genitalia, and/or secondary sex characteristics such as muscle mass or breasts, that fall outside of what is typically categorized as male or female.]

[SCALE: A lot / quite a big / a little / none / Not sure]

18. In which of the following ways, if any, do you think that members of 2SLGBTQI+ communities face stigma, harassment, or discrimination? Please select all that apply.
    a. Excluded from job opportunities
    b. Shunned by family
    c. Feel unwelcome in social, faith-based, or cultural settings
    d. Feel unwelcome in public social spaces (e.g., bars, public washrooms, other establishments in their communities)
    e. Feel unwelcome in places of work
    f. Physically harassed or threatened
    g. Verbally harassed or threatened in person
    h. Harassed or threatened online
    i. Experience homelessness
    j. Experience a lack of access to healthcare, including mental healthcare
    k. Feel like others don't understand what it means to be 2SLGBTQI+
    l. Not being accepted for who they are when interacting with people in positions of authority (e.g., a boss at work)
    m. I don't think that members of 2SLGBTQI+ communities face stigma or discrimination

    [NO SCALE – suggested by supplier as "select all that apply]

19. [FOR EACH OF A-M] Which of the following groups do you think experience each type of stigma, harassment, or discrimination? (Select all that apply)
    a. Excluded from job opportunities
    b. Shunned by family
    c. Feel unwelcome in their communities (e.g., social networks, religious or cultural communities)
    d. Feel unwelcome in public social spaces (bars, public washrooms, other establishments in their communities)
    e. Feel unwelcome in places of work
    f. Physically harassed or threatened
    g. Verbally harassed or threatened in person
    h. Harassed or threatened online
    i. Experience homelessness
    j. Experience a lack of access to healthcare, including mental healthcare

k. Feel like others don't understand what it means to be 2SLGBTQI+
l. Not being accepted for who they are when interacting with people in positions of authority (e.g., a boss at work)
m. I don't think that members of 2SLGBTQI+ communities face stigma or discrimination

[Response options: Two-Spirit / Lesbian / Gay / Bisexual / Trans / Queer / Intersex / Gender diverse people / All of these groups / None of these groups / Not sure]

20. [IF BELIEVES THERE IS STIGMA] Which of the following do you think is the primary reason that members of 2SLGBTQI+ communities face stigma, harassment, or discrimination? Please select one response.

a. People aren't comfortable with people who are different from them
b. People are threatened by something they don't understand
c. There is not enough public awareness of what it means to be 2SLGBTQI+
d. People believe being a part of 2SLGBTQI+ communities is unnatural
e. People believe being 2SLGBTQI+ is a phase or trend
f. Other, please specify

21. How much do you agree or disagree with each of the following?
a. Each person should be free to express their true self and not be limited by society's expectations
b. I support 2SLGBTQI+ events (e.g., Pride events) in my community
c. People who belong to more than one group (e.g., faith, race, ethnicity, ability, etc.) face more discrimination than those belonging to only one group
d. I would accept if someone in my family self-identified as 2SLGBTQI+
e. My faith-based beliefs are accepting of sexual and gender diversity
f. I am comfortable with public performances by drag artists (e.g., drag story time)
g. I am comfortable when people dress or appear in public in ways that are overtly 2SLGBTQI+

[SCALE: Strongly agree / Agree / Disagree / Strongly disagree/ Not sure / Not applicable]

22. When it comes to 2LSGBTQI+ communities, which of the following comes closer to your feelings?
a. I am a strong supporter of 2SLGBTQI+ communities and speak out about stigma or discrimination when I see or hear it
b. I am a strong supporter of 2SLGBTQI+ communities
c. I am generally supportive of 2SLGBTQI+ people and issues but I don't feel strongly about it.
d. I am not a supporter of 2SLGBTQI+ communities.
e. I don't know enough about 2LSGBTQI+ communities to assess my level of support.

Sentiment towards campaigns on 2SLGBTQI+

23. How interested, if at all, are you in learning more about the issues being faced by 2SLGBTQI+ communities?
   a. Very interested
   b. Somewhat interested
   c. Not very interested
   d. Not at all interested
   e. Not sure

24. Do you support or oppose federal funding for each of the following? [RANDOMIZE]
   a. Financial support for 2SLGBTQI+ community organizations
   b. Adding 2SLGBTQI+ topics into education curricula (e.g., gender identity, gender expression, sexual orientation, etc.)
   c. Awareness workshops and training for professionals who provide services to 2SLGBTQI+ communities such as those in the medical, legal, and service industries.

   [SCALE: Strongly support / Support / Oppose / Strongly oppose / Not sure]

[IF AT LEAST SOMEWHAT INTERESTED in Q23] If there were a federal information campaign, which of the following types of messages or information, would you be most interested in? Select all that apply. [RANDOMIZE]

a) Lived experiences [The events in a person's life that lead to an intimate familiarity with a given subject.]
b) Bringing awareness to discrimination faced by 2SLGBTQI+ communities
c) Addressing discrimination/stigma
d) Education on gender identity, gender expression, sexual orientation, etc.
e) Information about Two-Spirit history and culture
f) Other, please specify
g) None of these

Demographic questions
The last few questions are strictly for statistical purposes. All your answers are completely confidential.

D1. What term(s) best describe your current gender identity and/or expression? Select all that apply.

Non-binary 1
Man 2
Trans 3
Two-Spirit 4
Woman 5
A gender not listed above (please specify) _____
Prefer not to answer 9

D2. What term(s) best describe your current sexual orientation? Select all that apply.

Asexual………………………………………………………1
Bisexual…………………………………………………….2
Gay……………………………………………………………3
Lesbian……………………………………………………..4
Pansexual………………………………………………….5
Queer…………………………………………………………6
Straight (heterosexual)…………………………………7
Two-Spirit……………………………………………………8
A sexual orientation not listed above (please specify):_____
Prefer not to answer   …9

D3. What language do you speak most often at home? Please select one response.
English 1
French 2
Other, please specify _____. 98
I prefer not to answer 99

D4. What is the highest level of formal education that you have completed? Please select one response.
Some high school or less... 1
High school diploma or equivalent 2
Registered Apprenticeship or other trades certificate or diploma... 3
College, CEGEP or other non-university certificate or diploma........ 4
University certificate or diploma below bachelor's level 5
Bachelor's degree 6
Postgraduate degree above bachelor's level.................. 7
I prefer not to answer 12

D5. Which of the following categories best describes your current employment status? Please select one response.
Working full-time (35 or more hours per week)
Working part-time (less than 35 hours per week)
Self-employed
Unemployed, but looking for work
A student attending school full-time
Retired
Not in the workforce (full-time homemaker, full-time parent, or unemployed and not looking for work)
Other employment status
I prefer not to answer

D6. Do you have children in the following age ranges who live in your household at least part-time? Select all that apply.
Under 2 years of age 1
2 to 5 years of age.................. 2
6 to 11 years........................... 3
12 to 17 years......................... 4
18 years and older 5

I do not have children 9

D7. Which of the following ethnicity(ides) do you identify as …? Select all that apply.
Western European (UK, Spain, Portugal, France, Germany, Austria, Switzerland, etc.)   □
Eastern European (Poland, Hungary, Romania, Ukraine, Russia, etc.)..........................□
African (Nigeria, Ethiopia, Tanzania, etc.)..□
Middle Eastern (Israel, Syria, Jordan, Egypt, Iran, Iraq, etc.)..□
South Asian (India, Afghanistan, Pakistan, Sri Lanka, etc.) ....□
Southeast Asian (Thailand, Vietnam, Singapore, the Philippines, Indonesia, Cambodia, etc.)
 ....□
East Asian (China, Korea, Japan, Taiwan, etc.)...□
South/Central/Latin American (Argentina, Mexico, Brazil, etc.) ....□
West Indian (Caribbean) ....□
Indigenous (First Nations, Métis, Inuit (Inuk).) ....□
Other, please specify: _____ ....□
Prefer not to answer..□

D8. Which of the following categories best describes your current living situation? Select all that apply.
Living with parents/guardians 1
Living with partner/spouse .... ……………………………………….2
Living with roommates 3
Living alone .... …………………………………………….4
Other, please specify_____
Prefer not to answer............. 12

D9. Which of the following categories best describes your total household income? That is, the total income of all persons in your household combined, before taxes? Please select one response.
Under $20,000
Between $20,000 and $40,000
Between $40,000 and $60,000
Between $60,000 and $80,000
Between $80,000 and $100,000
Between $100,000 and $150,000
$150,000 and above
Prefer not to answer

D10. What are the first three digits of your postal code?
[OPEN TEXT: VALIDATION - FORCE THE TEXT FORMAT TO BE A9A]

A9A   [FORMAT]
I prefer not to answer   A9A

Thank you for your time on this important study! The results, once compiled, can be found on the Library and Archives website. [https://www.bac-lac.gc.ca/].