ACCORDING TO MANY CANADIANS (39%) SAME SEX MARRIAGE DEBATES HAVE GIVEN RISE TO INCREASED DISCRIMINATION TOWARDS GAYS AND LESBIANS



Public Release Date: Saturday, March 19th, 2005 at 6:00 a.m. (EST)

Ipsos-Reid is Canada's market intelligence leader and the country's leading provider of public opinion research. With operations in eight cities, Ipsos-Reid employs more than 300 researcher professionals and support staff in Canada. The company has the biggest network of telephone call centres in Canada, as well as the largest pre-recruited household and on-line panels. Ipsos-Reid's Canadian marketing research and public affairs practices are staffed with seasoned research consultants with extensive industry-specific backgrounds, offering the premier suite of research vehicles in Canada – including the Ipsos Trend Report, the leading source of public opinion in the country – all of which provide clients with actionable and relevant information. Ipsos-Reid is an Ipsos company, a leading global survey-based market research group. To learn more, visit www.ipsos.ca

For copies of other news releases, please visit http://www.ipsos-na.com/news/

© Ipsos-Reid Corp. 2005

Washington # New York #Minneapolis #San Francisco Vancouver #Edmonton #Calgary #Winnipeg #Toronto #Ottawa #Montreal



ACCORDING TO MANY CANADIANS (39%) SAME SEX MARRIAGE DEBATES HAVE GIVEN RISE TO INCREASED DISCRIMINATION TOWARDS GAYS AND LESBIANS

Toronto, ON – A new Ipsos-Reid survey conducted for the Dominion Institute shows that many Canadians (39%) believe the recent debates over same sex marriage have increased discrimination towards Gays and Lesbians. In the alternate, one in ten Canadians (9%) think the same sex marriage debates have decreased discrimination towards Gays and Lesbians, while 48% believe the debates have had no effect in this respect.

- More than half of those living in Saskatchewan/Manitoba (58%) and Alberta (52%) believe the same sex marriage debates have increased discrimination towards Gays and Lesbians, 45% think so in Atlantic Canada, 38% in British Columbia, 37% in Ontario, and 28% in Quebec.
- Educated Canadians with a University degree education are the <u>least</u> likely to believe that the same sex marriage debates have increased discrimination towards Gays and Lesbians (30% vs. 42% among those with lower levels of education).

These findings are drawn from an Ipsos-Reid survey undertaken for the Dominion Institute on Canadians' attitudes about racism and discrimination, and was conducted from March 15th to March 17th, 2005. For the survey, a representative randomly selected sample of 1001 adult Canadians were interviewed by telephone. With a sample of this size, the results are considered accurate to within ± 3.1 percentage points, 19 times out of 20, of what they would have been had the entire adult Canadian population been polled. The margin of error will be larger within regions and for other sub-groupings of the survey population. These data were weighted to ensure the sample's regional and age/sex composition reflects that of the actual Canadian population according to the 2001 Census data.



-30-

For more information on this news release, please contact:

John Wright Senior Vice President Ipsos-Reid Public Affairs (416) 324-2900

For full tabular results, please visit our website at <u>www.ipsos.ca</u>. News Releases are available at: <u>http://www.ipsos-na.com/news/</u>