



# **Men's Attitudes and Behaviors toward Violence Against Women**

## **Report**

February 29, 2016



THE RESEARCH INTELLIGENCE GROUP

# Methodology

# Methodology

## Data Collection

- 1,478 Albertan males were surveyed over the telephone between the dates of January 29, 2016 and February 14, 2016.
- The number of interviews completed per region is as follows
  - Edmonton: 302
  - Calgary: 298
  - Northwest Alberta: 201
  - Northeast Alberta: 200
  - Central Alberta: 200
  - Southern Alberta: 277

## Target Respondents

- Alberta males, 18 years of age or older

## Statistical Reliability

- The margin of error for Alberta is  $\pm 2.6$  percentage points, 19 times out of 20
- Due to the smaller sample sizes for each region, the margins of error are as follows:
  - Edmonton (n=302):  $\pm 5.6$  percentage points, 19 times out of 20
  - Calgary (n=298):  $\pm 5.7$  percentage points, 19 times out of 20
  - Northwest Alberta (n=201):  $\pm 6.9$  percentage points, 19 times out of 20
  - Northeast Alberta (n=200):  $\pm 6.9$  percentage points, 19 times out of 20
  - Central Alberta (n=200):  $\pm 6.9$  percentage points, 19 times out of 20
  - Southern Alberta (n=277):  $\pm 5.9$  percentage points, 19 times out of 20

Note: Don't know responses are not included throughout this report

# Key Insights

## Key Insights

### **Positive shifts in attitudes since 2012, with opportunities to improve further still**

- Since 2012 there have been improvements in gender equity scores and also with respect to some of the more subtle forms of violence (e.g., controlling a partner's social life). There is an opportunity to educate Alberta men that yelling is a form of violence.

### **Education or tools are needed to help men intervene**

- While most men state they are likely to intervene if they knew a victim of domestic violence, relatively fewer state they have taken action in a social context. This may point to the attitude that domestic violence is best dealt with privately, or to the lack of knowledge or skills to effectively intervene in a public situation.

### **Education about domestic violence starts at home**

- The topic of domestic violence is still viewed as a family issue to be addressed in the home, with fathers identified as the main sources of inspiration for others to end violence against women.

### **Messaging about gender equity may help shift attitudes**

- As high gender equity scores are tied to more positive attitudes about domestic violence and violence against women, focusing messages about women's rights and gender equality rather than violence against women may also help to gradually shift attitudes among men.

# Summary of Findings

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## GENDER EQUITY SCORE

### 2016 Results

About one-third (29%) of men received a low gender equity score (GES), one-half (48%) received a medium GES, and one-quarter (23%) received a high GES.

### Trends Over Time

Positive shift (more men have a high GES in 2016 compared to 2012).

## FORMS OF DOMESTIC VIOLENCE

### 2016 Results

Over four-in-five men *always* consider the following to be a form of domestic violence:

- One partner tries to scare or control the other by threatening to hurt other family members
- A parent harms their child as way to scare or control the other parent
- One partner forces the other to have sex
- One partner pushes the other to cause harm or fear

In contrast, only one-quarter of men *always* consider yelling at one's partner a form of domestic violence.

Even among men who do not always believe each situation constitutes domestic violence, they still recognize the seriousness of each situation (with the exception of one partner yelling at the other, where two-in-five indicate this is a serious situation).

## Summary of Findings

### FORMS OF DOMESTIC VIOLENCE (cont'd)

#### Trends Over Time

The proportions of men agreeing each situation always constitutes a form of domestic violence are consistent with 2012.

The perceived seriousness of one partner controlling the social life of the other by preventing them from seeing family and friends has increased in 2016, compared to 2012 (among men who do not always believe this situation is a form of domestic violence).

### OPINIONS ON DOMESTIC VIOLENCE

#### 2016 Results

A high majority of men agree that domestic violence can happen in any family, and that in domestic situations where one partner is physically violent, the violent person should leave the family home.

Three-in-five men agree that it is hard to understand why women stay in an abusive relationship.

Opinion is close to evenly split on whether most women could leave a violent relationship if they really wanted to.

#### Trends Over Time

Broadly, agreement with all statements is consistent with 2012, with one exception. In 2016, a higher proportion of men disagree that domestic violence should not be a criminal offence in some situations.



# Summary of Findings

## ATTITUDES AND BELIEFS TOWARD VIOLENCE AGAINST WOMEN

### 2016 Results

The vast majority agree that violence against women and girls, including Aboriginal women and girls, is a concern to them. Two-thirds of men indicate violence against women impacts the women they care about.

Over half agree that sexist, violent language and the sexualization of women in media and popular culture helps to legitimize violence against women, while one-third disagree.

The vast majority of men agree that it is never acceptable to physically assault their wife, partner or girlfriend in any scenario. Yelling at one's wife, partner or girlfriend is less likely to be viewed as never acceptable, especially in the case of a woman admitting to having sex with another man, where two-in-five men believe it is never acceptable to yell at her in this situation.

A high majority of men indicate they are likely to intervene if they become aware that a family member or close friend is a victim of domestic violence.

### Trends Over Time

Men are more likely to indicate that violence against women impacts the women they care about in 2016, compared to 2012.

Opinions on when it is acceptable to physically assault one's wife, partner or girlfriend in any of the mentioned scenarios are consistent with 2012 results. However, yelling at one's wife, partner or girlfriend tends to be viewed as less acceptable (as demonstrated by slight increases in 'never acceptable responses' compared to 2012) across all situations in 2016.

The proportion of men who indicate they are *very* likely to intervene if they become aware a family member/close friend is a victim of domestic violence has increased in 2016 (overall likelihood (very, somewhat likely) to intervene remains consistent with 2012).

## Summary of Findings

### WITNESSING A MAN ABUSING/HARASSING A WOMAN (PAST YEAR)

#### 2016 Results

One-fifth of men have witnessed a man using abusive/harassing behaviour toward a woman in a social environment in the past year.

A high majority of them thought to themselves that what the man did was wrong, two-thirds checked to see if the victim was okay or needed help, and three-in-five said or did something to challenge the man's behaviour. One-in-ten reported the incident to police.

#### Trends Over Time

The incidence of witnessing a man using abusive/harassing behaviour toward a woman in a social environment in the past year is consistent with 2012, as are the actions taken when men witness such acts.

## Summary of Findings

### SEXUAL ASSAULT AND RAPE

#### 2016 Results

Opinions on sexual assault and rape are less clear cut. While over two-in-five men agree that a woman should claim rape if she was pressured to have sex with a man while both were drunk, over one-third disagree. Opinion is split on whether women rarely make false claims of being raped, with nearly equal proportions agreeing and disagreeing.

Although the majority of men disagree that women put themselves at risk for rape when wearing provocative clothing, and that women often say 'no' when they mean 'yes', one-third agree that women put themselves at risk for rape when wearing provocative clothing, and one-in-ten agree that women often say 'no' when they mean 'yes'.

#### Trends Over Time

Opinions remain largely consistent between 2012 and 2016, although in 2016, fewer men agree that if women wear provocative clothing they are putting themselves at risk for rape, compared to 2012.

# Summary of Findings

## INFORMATION SOURCES

### 2016 Results

On average, men identify home, schools, doctors' offices or health clinics, and educational campaigns as the top sources for where men and boys should receive information about ending violence against women and the role they can play.

### Trends Over Time

Top information sources are consistent with 2012, with the exception of home, a new parameter in 2016.

An increased proportion of men, on average, identify community leaders, workplaces / through unions, and sports organizations as good sources for men and boys to receive information about ending violence against women, and the role they should play.

## POSITIVE ROLES MEN CAN PLAY

### 2016 Results

Compared to 5 years ago, three-in-five men believe that men and boys are more aware of the problem of violence against women.

Virtually all men agree that men can personally make a difference in promoting healthy, respectful, non-violent relationships, consistent with 2012.

## Summary of Findings

### POSITIVE ROLES MEN CAN PLAY (cont'd)

#### 2016 Results (cont'd)

On average, men feel that it is especially important for fathers to educate their sons (about healthy, equal relationships and respecting women) and daughters (about their right to healthy, equal relationships) and that men and boys should speak out against violence against women.

On average, men believe that fathers and those with personal experience about violence against women can best inspire men to take actions to end violence against women.

#### Trends Over Time

The proportion of men who believe men and boys are more aware of the problem of violence against women has remained consistent in 2016, however, the proportion who believe men and boys are less aware has increased, and the proportion who believe men and boys are just as aware has decreased.

The top items of importance, on average (fathers educating their sons and daughters and men and boys speaking out to end violence against women) are consistent with 2016. Average importance has increased for each potential action to combat violence against women 2016, with the exception of male political leaders, CEOs, faith leaders, celebrities, and athletes speaking out against violence against women.

# Summary of Findings

## Regional Differences

Edmonton and Calgary men:

- Have higher gender equity scores on average.
- Achieved higher education levels.
- Are less likely to be born in Alberta.

Calgary men are more likely to:

- Disagree with negative attitudes about domestic violence.
- Agree with positive statements about violence against women.
- Consider it “never acceptable” to physically assault their wife, partner, or girlfriend.
- Agree that a women should claim rape if pressured to have sex while drunk.
- Strongly agree that men can make a difference in promoting healthy, respectful, non-violent relationships.

There is no strong pattern with respect to attitudes and behaviors for other regions in this study.

# Summary of Findings

## Summary of Trends: 2016 vs. 2012

- Gender Equity Scores have increased since 2012.
- The perceived seriousness of one partner controlling the social life of the other by preventing them from seeing family and friends has increased (among men who do not always view this as a form of domestic violence).
- A higher proportion of men disagree that domestic violence should not be a criminal offence in some situations.
- Men are more likely to indicate that violence against women impacts the women they care about.
- Opinions on when it is acceptable to physically assault one's wife, partner or girlfriend in any of the mentioned scenarios are consistent with 2012 results. However, yelling at one's wife, partner or girlfriend tends to be viewed as less acceptable (as demonstrated by slight increases in "never acceptable" responses).
- A higher proportion of men are "very likely" to intervene if they learn that a family member or close friend is a victim of domestic violence.
- Opinions about sexual assault and rape remain largely consistent; however, fewer men agree that if women wear provocative clothing they are putting themselves at risk for rape.
- Home, a new parameter added in the 2016 survey, emerged as one of the top sources of information about ending violence against women and the role men and boys can play. More men, on average, identify community leaders, the workplace, and sports organizations as good sources of information.
- The proportion of men who believe men and boys are more aware of the problem of violence against women has remained consistent in 2016, however, the proportion who believe men and boys are less aware has increased, and the proportion who believe men and boys are just as aware has decreased.
- The importance of ending violence against women has increased in 2016, based on the average importance scores for all actions that fathers, men, and the government could possibly take.

# Detailed Results

Gender Equity Score (GES)



# Gender Equity Score Methodology

## SOURCE

Adapted from National Survey on Community Attitudes to Violence Against Women (University of Victoria, Australia, 2009)

## INSTRUMENT

The following statements describe attitudes which different people have.

There are no right or wrong answers, only opinions. For each statement please choose whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree:

- On the whole, men make better political leaders than women
- When jobs are scarce men should have more right to a job than women
- A university education is more important for a boy than a girl
- A woman has to have children to be successful
- It's OK for a woman to have a child as a single parent and not want a stable relationship with a man (reversed scored)
- Discrimination against women is no longer a problem in the workplace in Alberta
- Men should take control in relationships and be the head of the household
- Women prefer a man to be in charge of the relationship

## Gender Equity Score Methodology

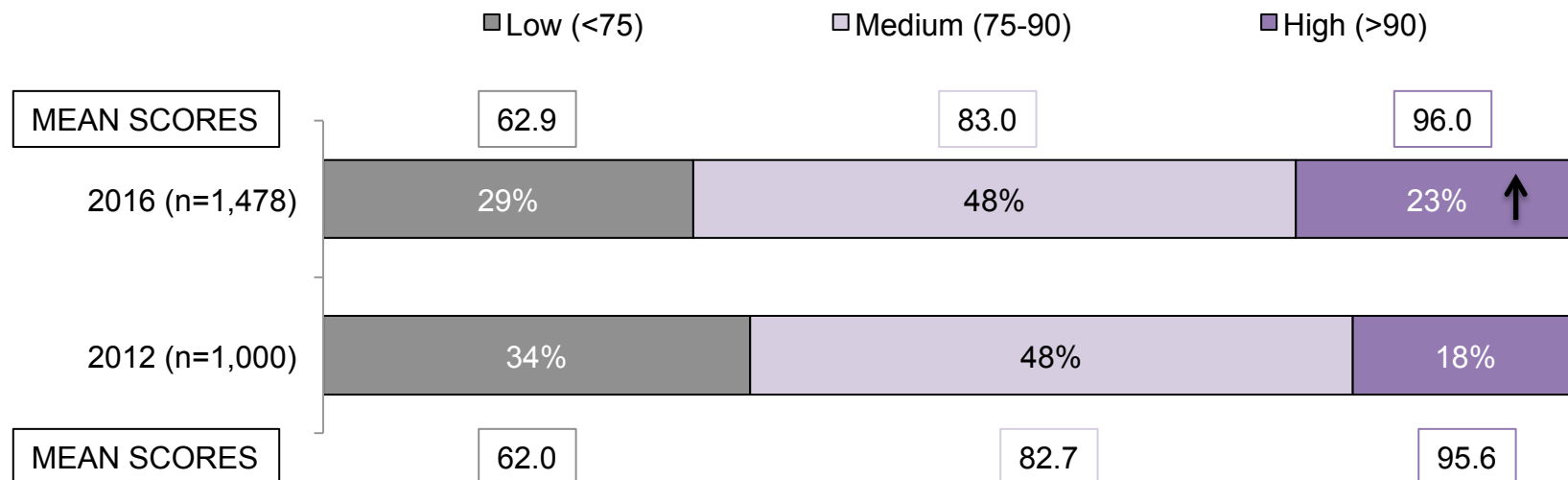
### CALCULATION

	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8
<b>Strongly Agree</b>	1	1	1	1	5	1	1	1
<b>Agree</b>	2	2	2	2	4	2	2	2
<b>Neither</b>	3	3	3	3	3	3	3	3
<b>Disagree</b>	4	4	4	4	2	4	4	4
<b>Strongly Disagree</b>	5	5	5	5	1	5	5	5

The scores for the 8 statements are summed to give the respondent a score out of 40. The score is then multiplied by 2.5 to give the respondent a score out of 100. The score out of 100 is then converted into categories of high gender equity score (>90), medium (75-90) or low (<75).

# Gender Equity Score

There has been a positive shift in the Gender Equity Score (GES): more men have a high gender equity score in 2016 than in 2012.



Men with a high (>90) gender equity score are more likely to reside in Calgary or Edmonton, have a bachelor's or graduate degree, and/or have a household income of \$120,000 or more.

↑ = significant increase since 2012

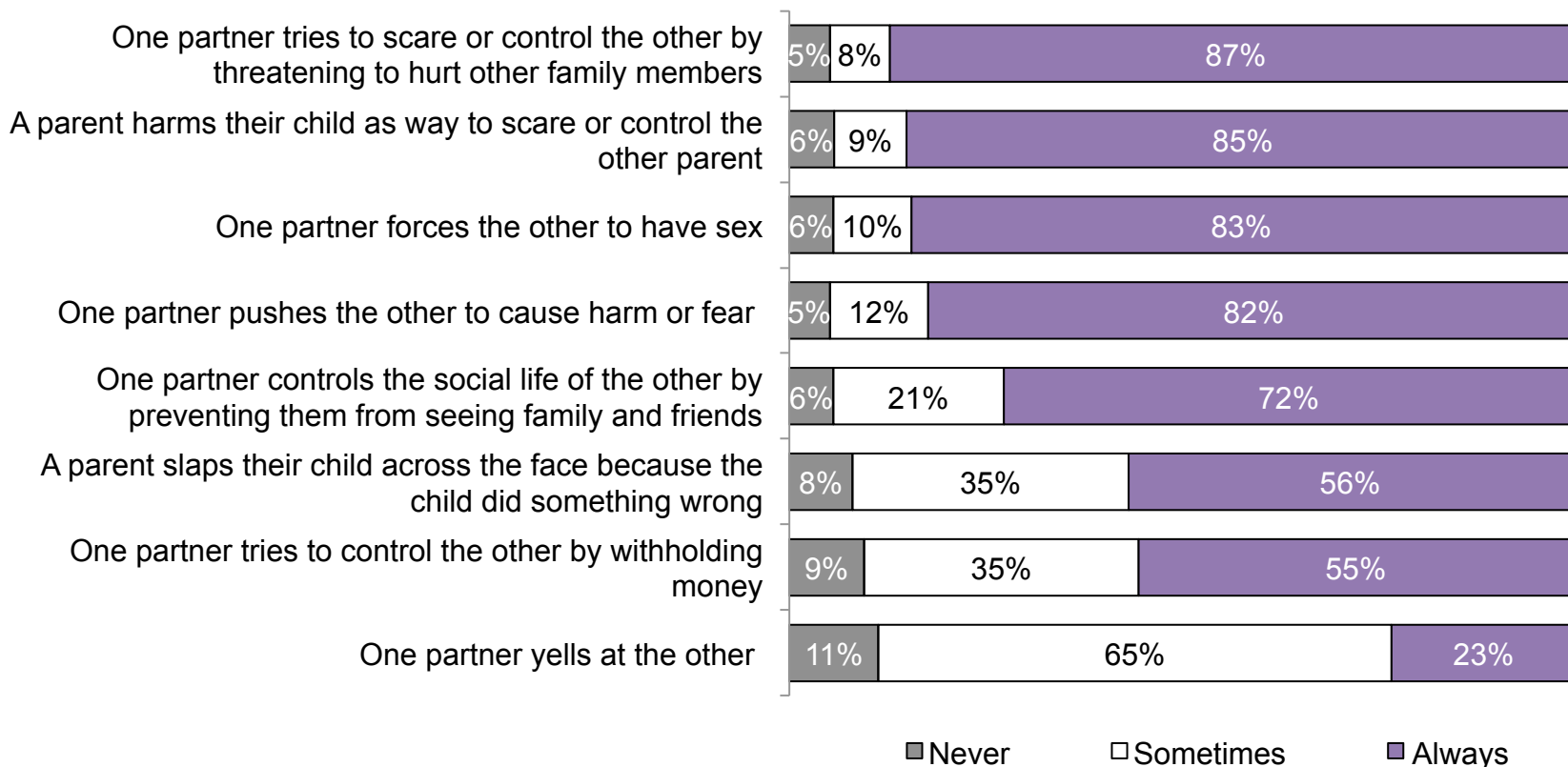
# Detailed Results

## Forms of Domestic Violence

## Forms of Domestic Violence 2016 Results

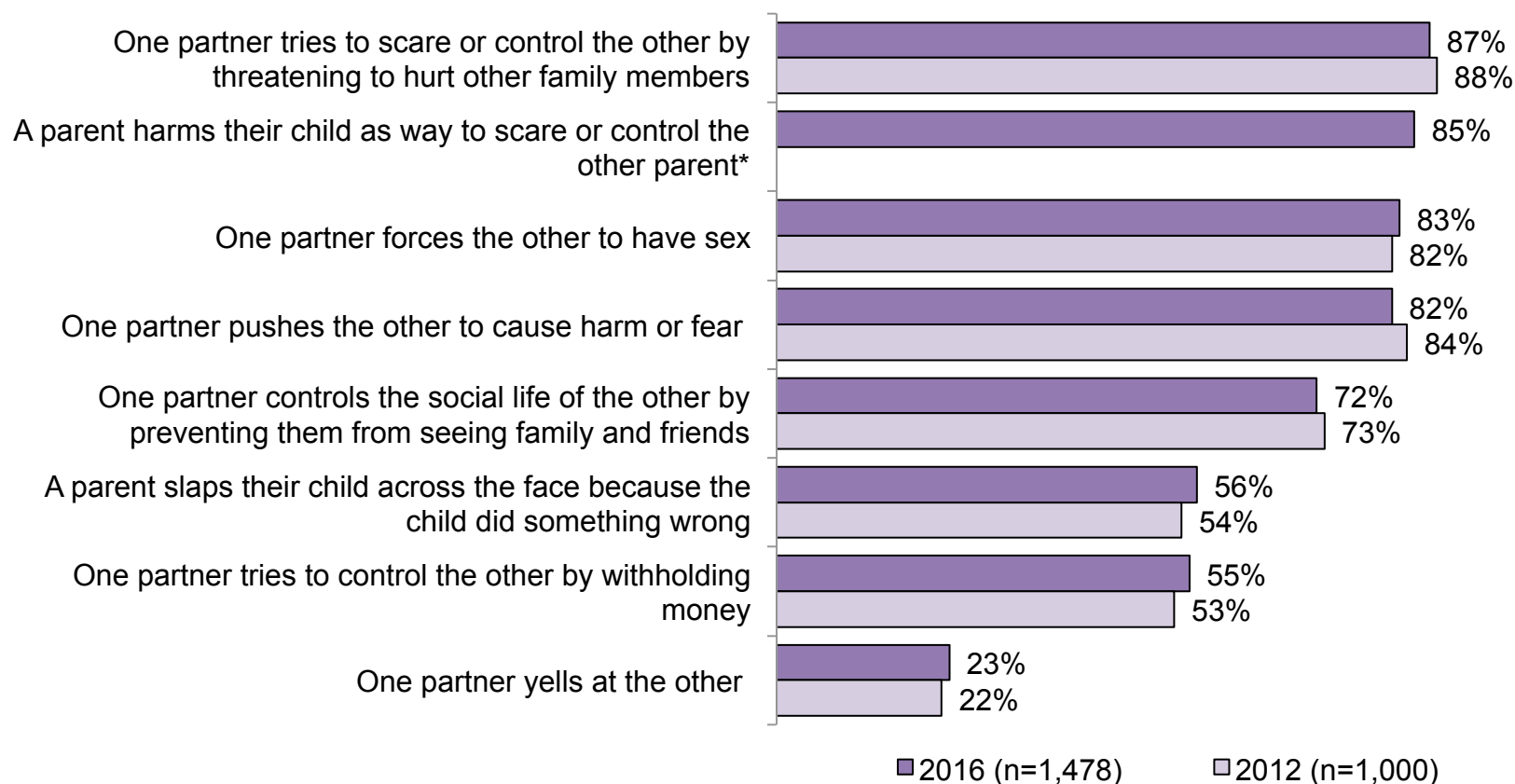
One partner yelling at the other is comparatively less likely to always be considered a form of domestic violence.

*Men with a high or medium GES are more likely to indicate that all of these situations constitute domestic violence, with the exception of one partner yelling at the other.*



Base: Male Albertans (n=1,478)

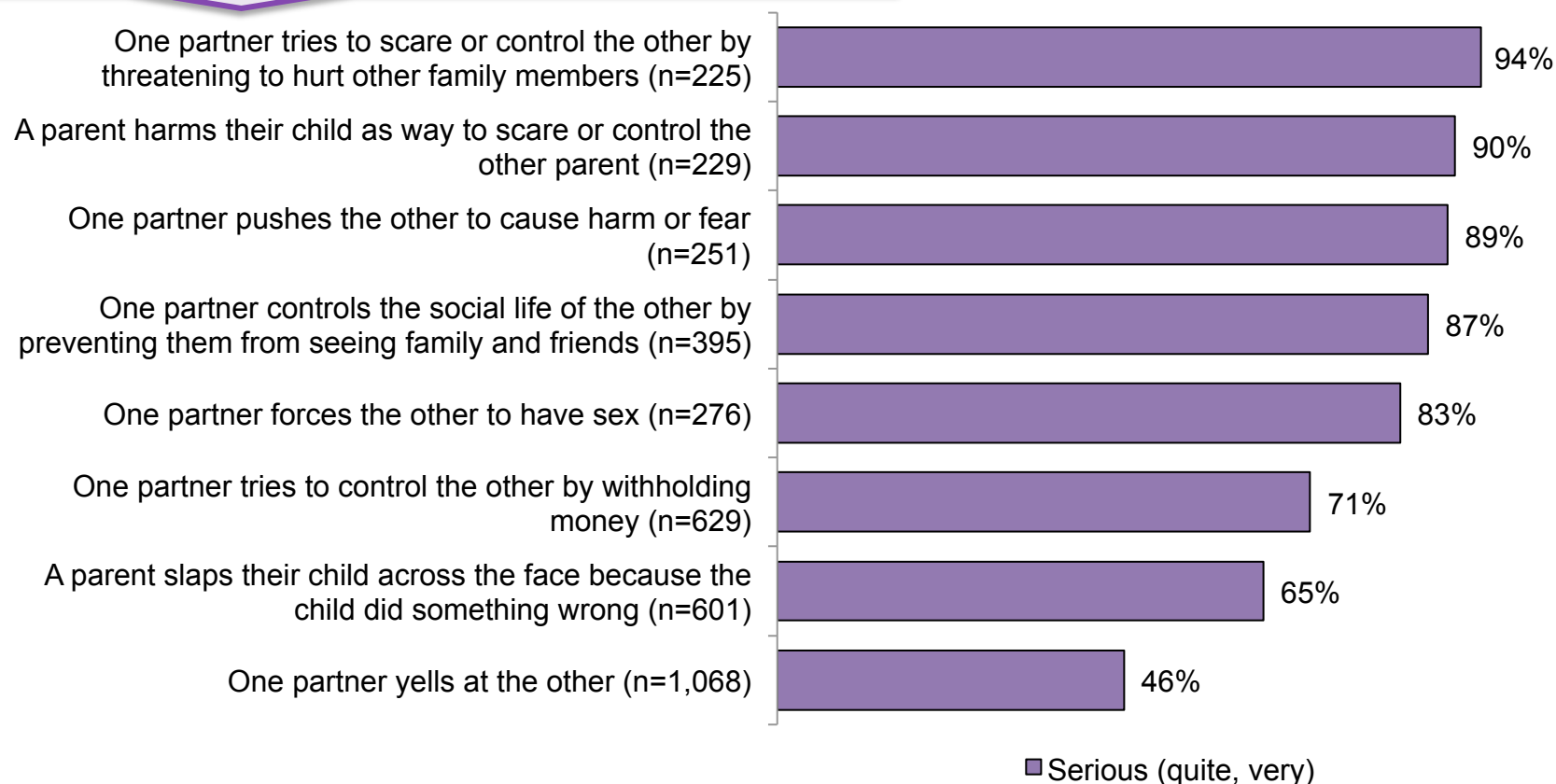
## Forms of Domestic Violence Trends Over Time (% Always)



\*New parameter in 2016  
Base: Male Albertans

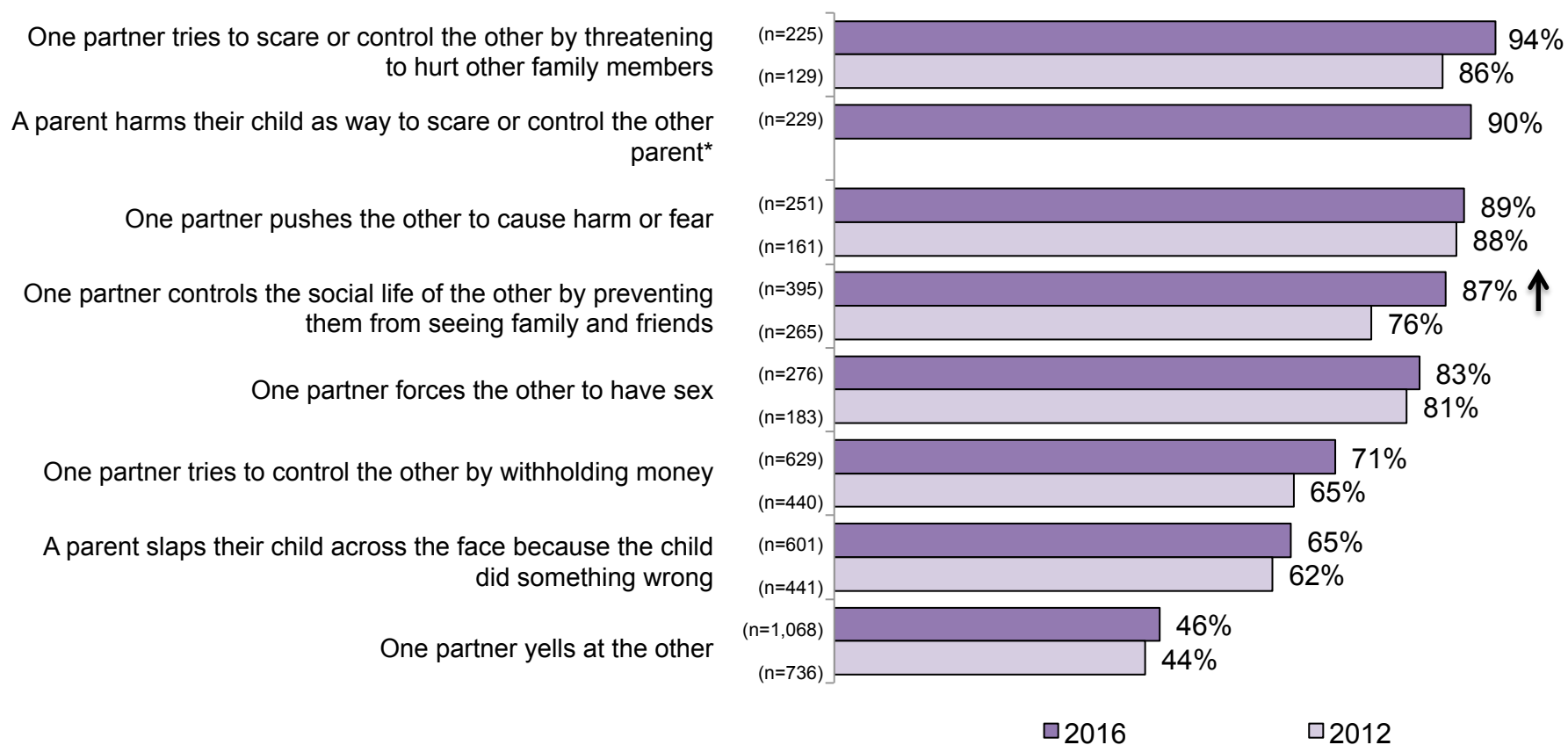
## Forms of Domestic Violence: Seriousness 2016 Results (% quite, very serious)

Men who indicated that each situation was not a form of domestic violence still tend to view each situation as serious, although less than half indicate that one partner yelling at the other is serious.



Base: Male Albertans who indicated that each situation is sometimes or never a form of domestic violence

## Forms of Domestic Violence: Seriousness Trends Over Time (% quite, very serious)



\*New parameter in 2016

Base: Male Albertans who indicated that each situation is sometimes or never a form of domestic violence

↑ = significant increase since 2012



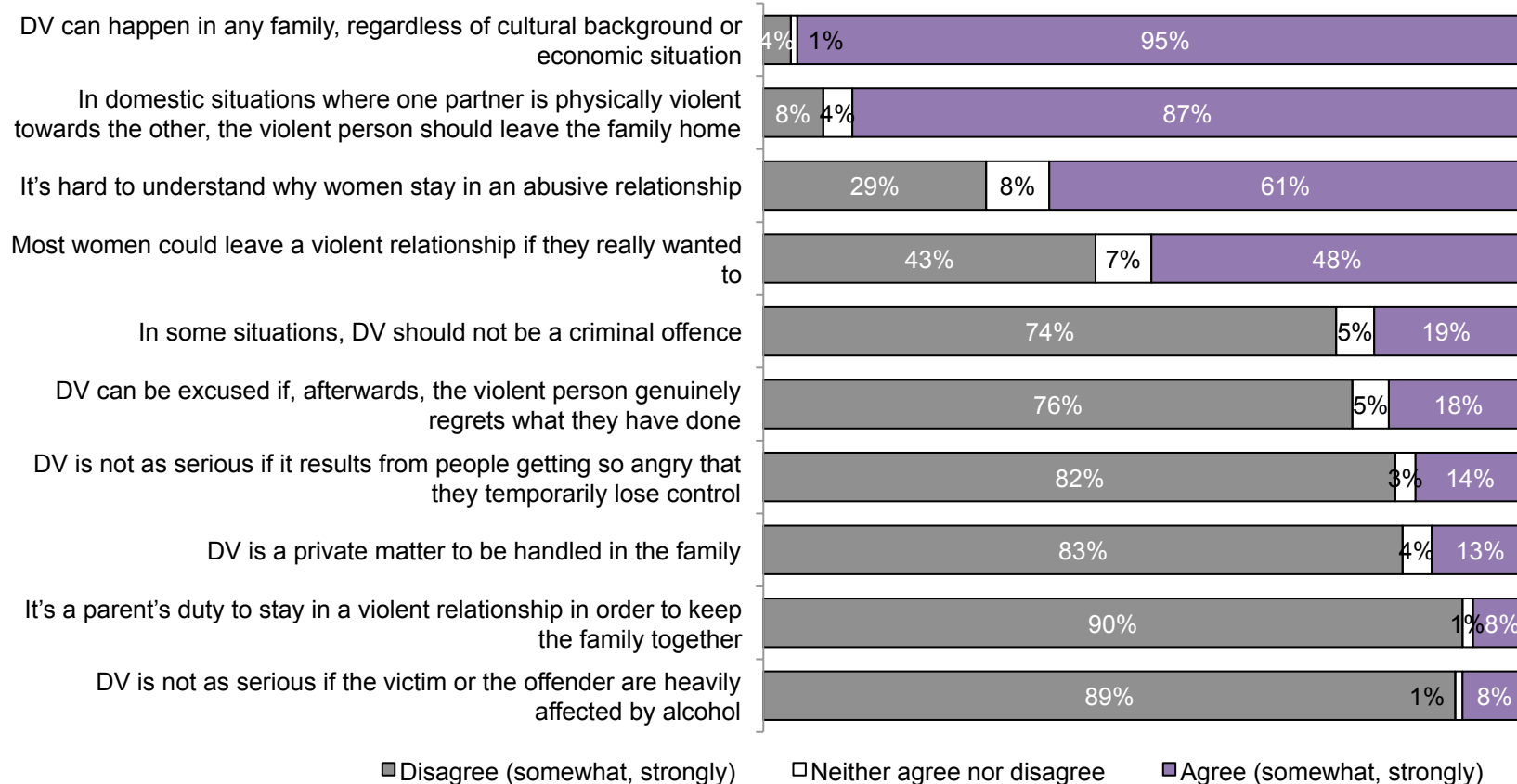
# Detailed Results

## Opinions on Domestic Violence

# Opinions on Domestic Violence 2016 Results

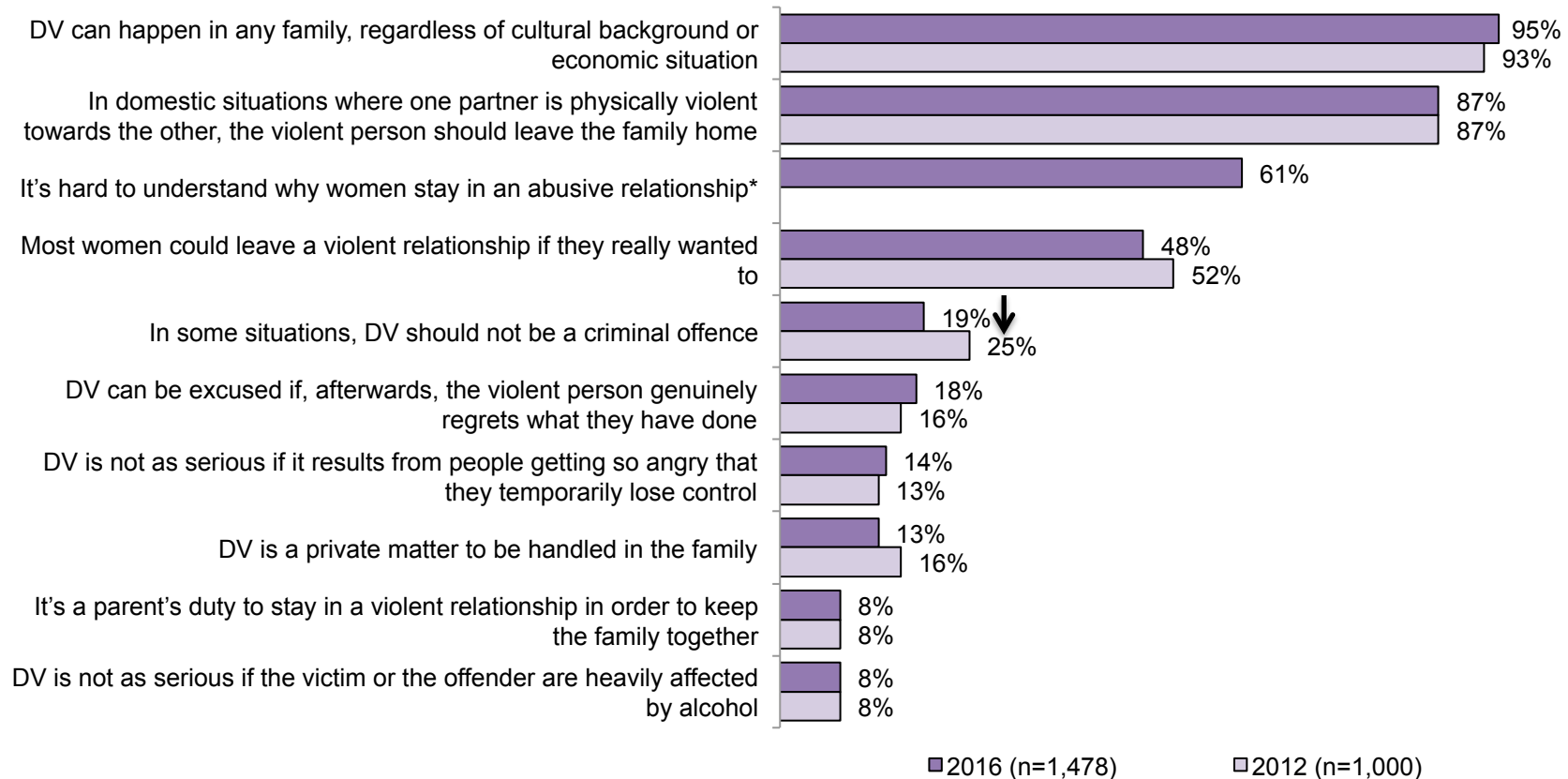
Three-in-five men find it hard to understand why women stay in an abusive relationship, and nearly half believe most women could leave a violent relationship if they wanted to.

Men with a *high GES* are more likely to *disagree* with all these statements (except DV can happen in any family and that the violent person should leave the family home). Conversely, men with a *low GES* are more likely to *agree* with each statement (except DV can happen in any family and that the violent person should leave the family home).



Base: Male Albertans (n=1,478)

## Opinions on Domestic Violence Trends Over Time (% somewhat, strongly agree)



Base: Male Albertans  
\*New parameter in 2016

↓ = significant decrease since 2012

# Detailed Results

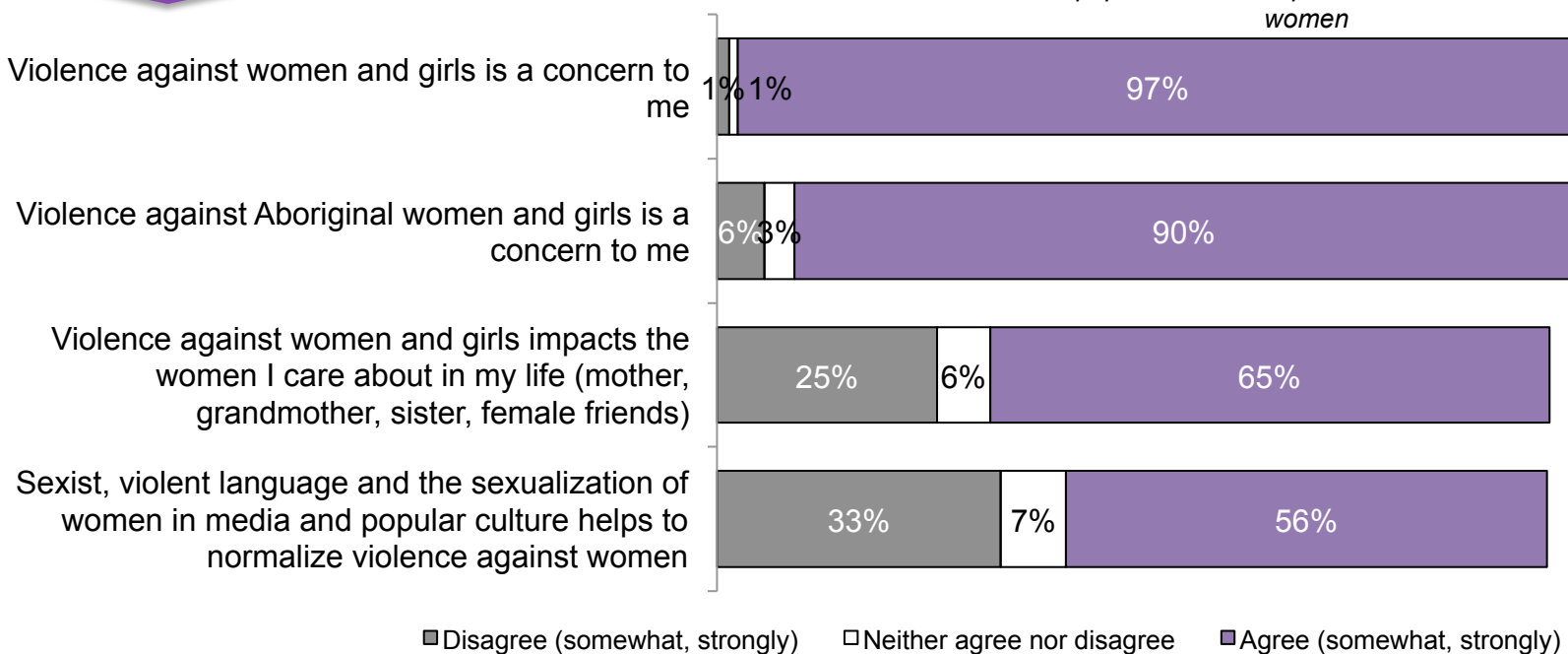
## Attitudes and Beliefs Toward Violence Against Women

# Attitudes Toward Violence Against Women 2016 Results

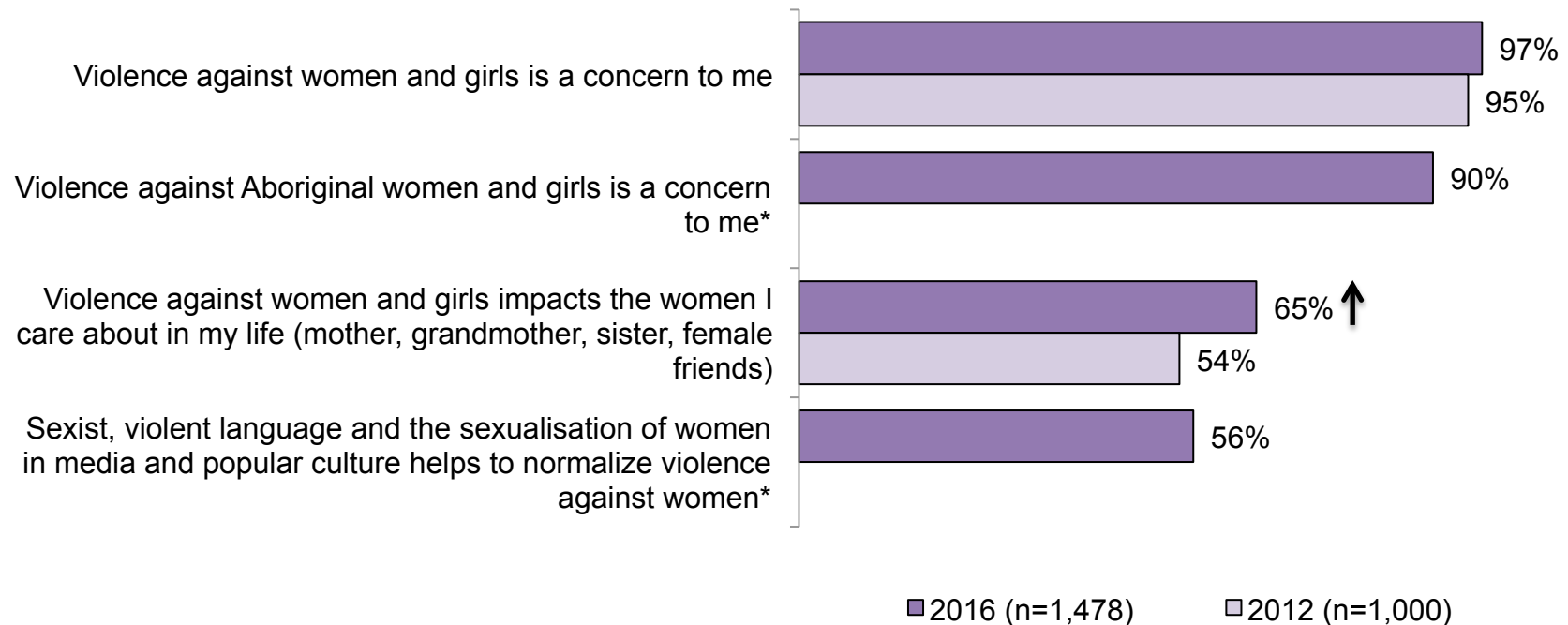
A high majority of men are concerned about violence against women and girls, including Aboriginal women and girls. They are less likely to agree that sexist, violent language and the sexualization of women in media and popular culture helps to normalize violence against women.

Men with a *high GES* are more likely to agree, while men with a *low GES* are more likely to disagree that...

- Violence against women and girls is a concern to them
- Violence against Aboriginal women and girls is a concern to them
- Sexist, violent language and the sexualization of women in media and popular culture helps to normalize violence against women



## Attitudes Toward Violence Against Women Trends Over Time (% somewhat, strongly agree)



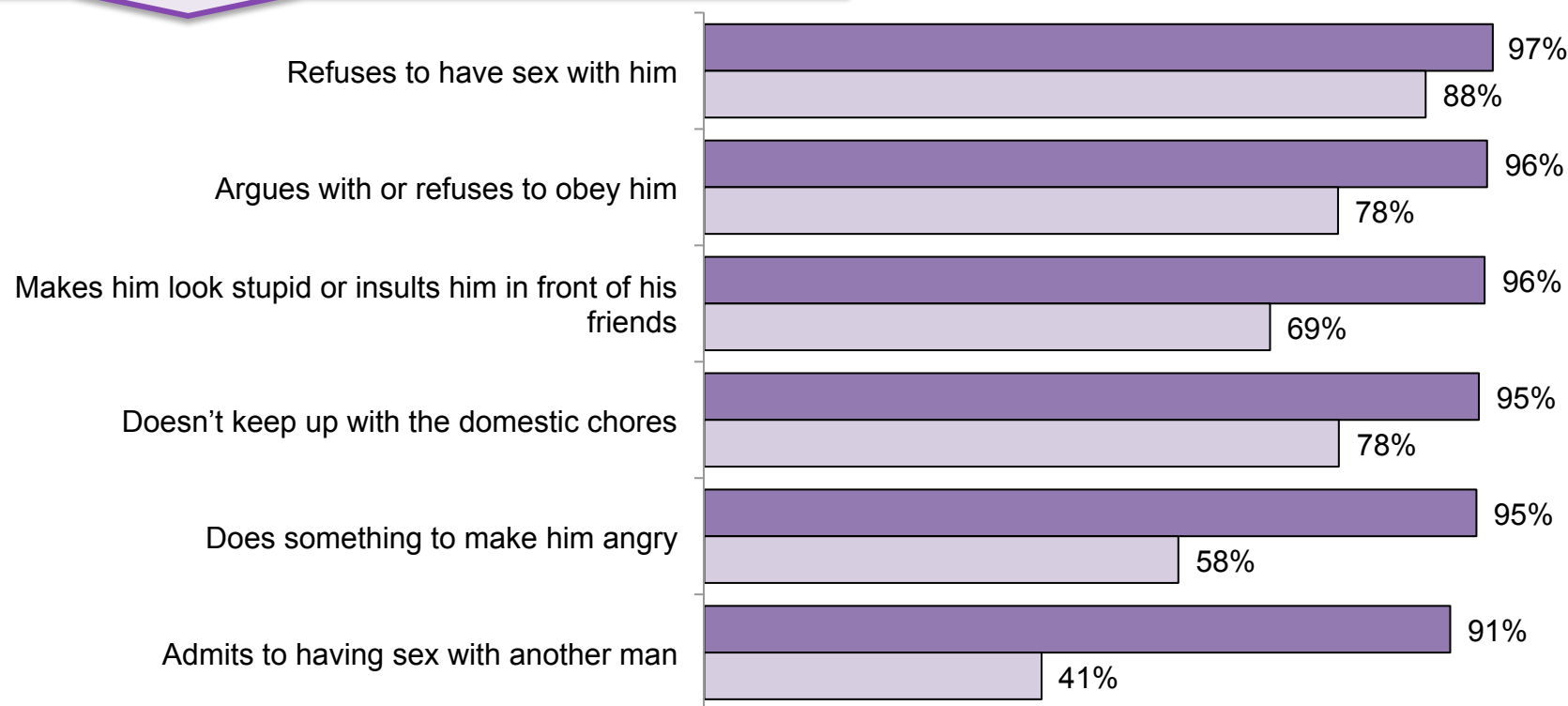
Base: Male Albertans  
\*New parameter in 2016

↑ = significant increase since 2012

## Acceptability: Yelling and Physical Assault 2016 Results

The vast majority of men indicate that it is **never acceptable to physically assault one's wife, partner, or girlfriend in any situation. However, the acceptability of yelling at one's wife, partner, or girlfriend is slightly less clear-cut.**

Men with a **high GES** are more likely to indicate it is **never acceptable** to physically assault or yell at their wife, partner, or girlfriend, in nearly all of the scenarios mentioned. Men **born in Canada** tend to be more likely to indicate it is **never acceptable** to physically assault or yell at their wife, partner, or girlfriend.



■ Never acceptable to physically assault    □ Never acceptable to yell

Base: Male Albertans (n=1,478)

**Leger**

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Q6. Some people believe that it is acceptable under certain circumstances, to yell at their wife, partner or girlfriend. In which of the following circumstances do you think a man has a right to do this to his spouse or partner? If she... Q6B. Some people believe that it is acceptable under certain circumstances, to physically assault their wife, partner or girlfriend. In which of the following circumstances do you think a man has a right to do this to his spouse or partner. If she...

## Acceptability: Yelling and Physical Assault Trends Over Time (% never acceptable)

When she...	Never Acceptable to Physically Assault		Never Acceptable to Yell	
	2012 (n=1,000)	2016 (n=1,478)	2012 (n=1,000)	2016 (n=1,478)
Refuses to have sex with him	96%	97%	86%	88%
Argues with him or refuses to obey him	94%	96%	70%	78% ↑
Makes him look stupid or insults him in front of his friends	95%	96%	64%	69%
Doesn't keep up with the domestic chores	95%	95%	76%	78%
Does something to make him angry	92%	95%	52%	58% ↑
Admits to having sex with another man	91%	91%	37%	41%

↑ = significant increase since 2012

Base: Male Albertans



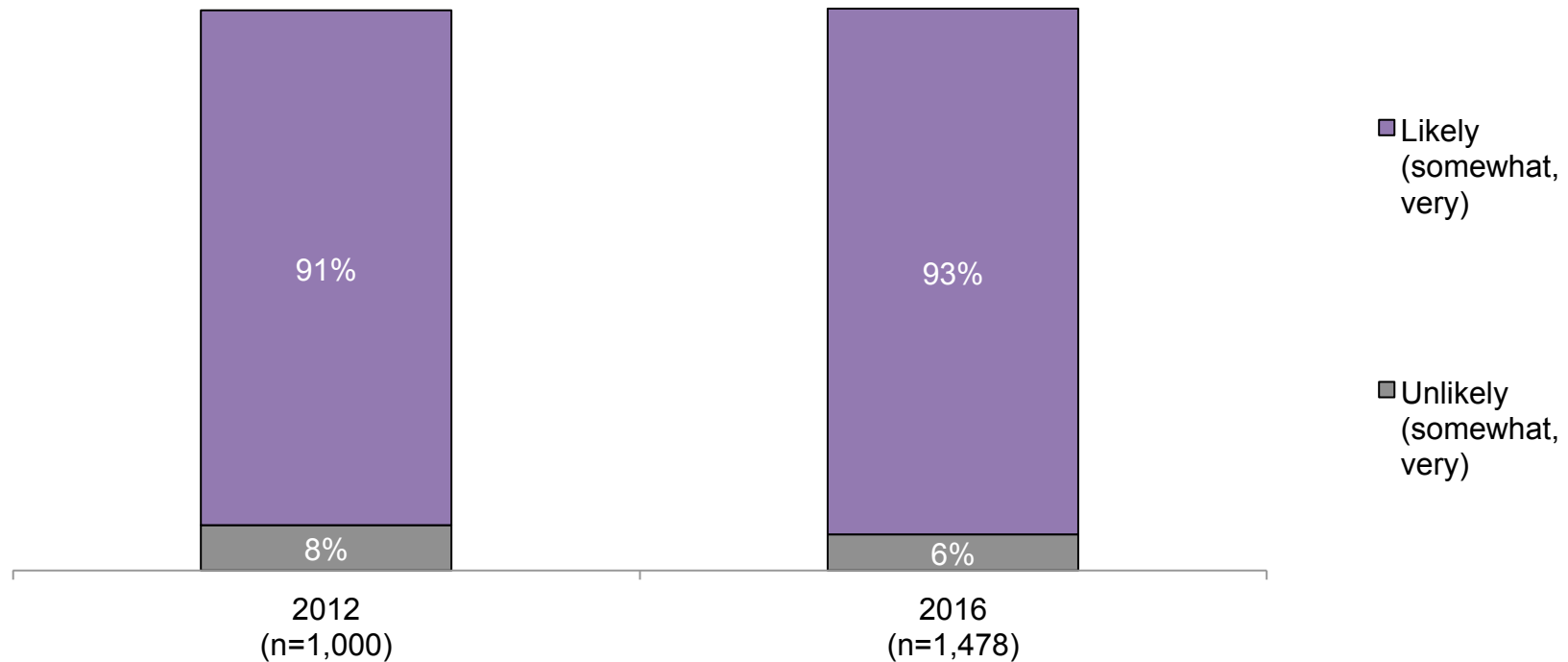
# Detailed Results

Likelihood to Intervene

## Likelihood to Intervene Trends Over Time

A high majority of men are likely to intervene if a family member or close friend is currently a victim of domestic violence.

Younger men (aged 18-34) are more likely to indicate they would likely intervene if they became aware that a family member or close friend is a victim of domestic violence.



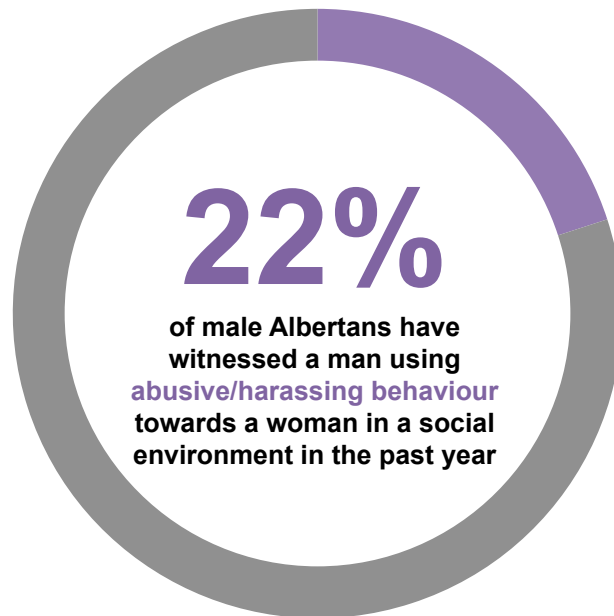
Base: Male Albertans

Note: Change in wording in 2016 from "was a victim" to "is a victim"

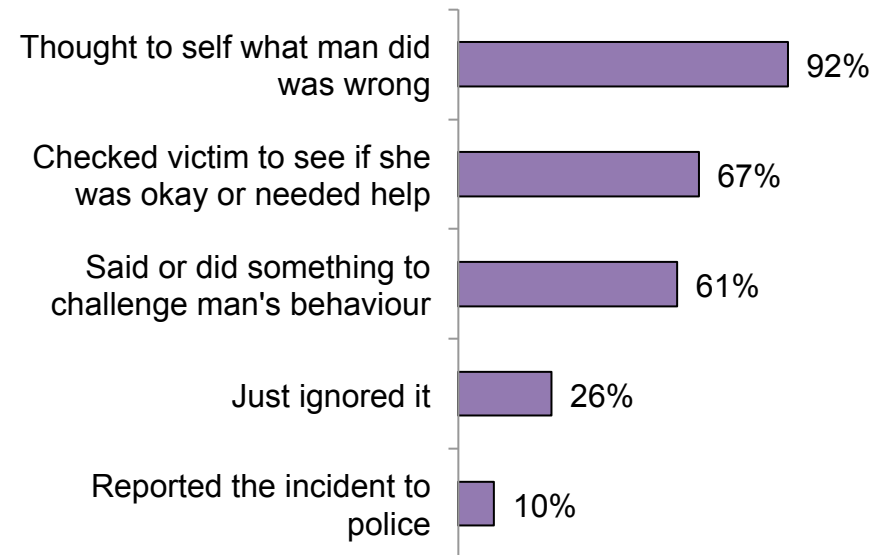
## Witnessed a Man Abusing/Harassing a Woman (past year) 2016 Results

One-in-five men witnessed a man using abusive or harassing behaviour toward a woman in a social situation in the past year. One-in-ten of these men reported the incident to police.

Men with a *high GES* and *younger men (aged 18-34)* are *more likely* to indicate they have witnessed a man using abusive/harassing behaviour toward a woman in a social environment in the past year.



Base: Male Albertans (n=1,478)



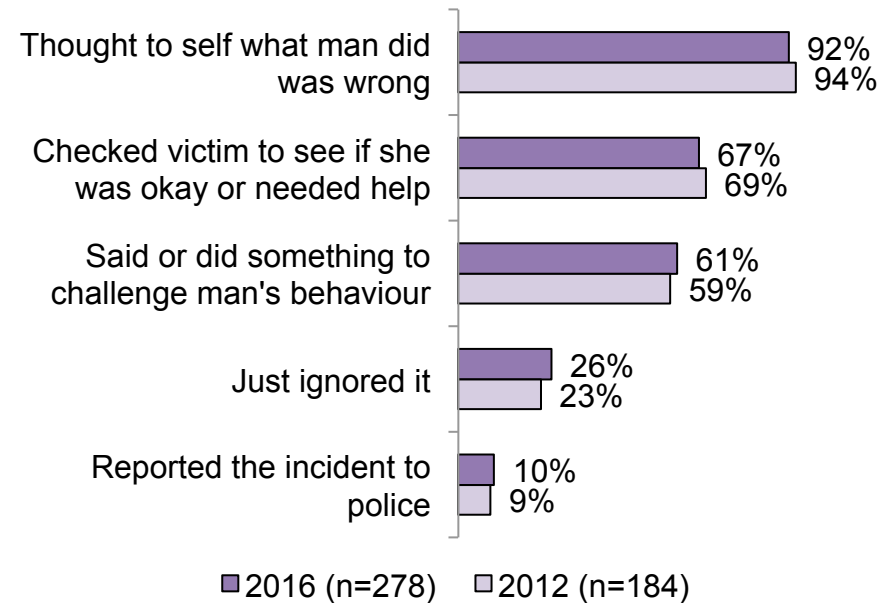
Base: Male Albertans who witnessed a man using abusive or harassing behaviour toward a woman in a social environment in the past year (n=278)

## Witnessed a Man Abusing/Harassing a Woman (past year) Trends Over Time

**2016** | **22%** of male Albertans have witnessed a man using **abusive/harassing behaviour** towards a woman in a social environment in the past year

**2012** | **21%** of male Albertans have witnessed a man using **abusive/harassing behaviour** towards a woman in a social environment in the past year

Base: Male Albertans  
(2016, n=1,478)  
(2012, n=1,000)



Base: Male Albertans who witnessed a man using abusive or harassing behaviour toward a woman in a social environment in the past year

# Detailed Results

## Sexual Assault and Rape

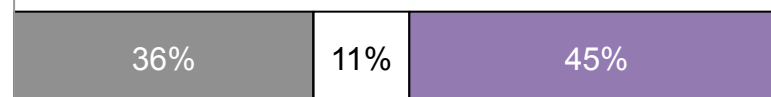
# Sexual Assault and Rape 2016 Results

Opinions about sexual assault and rape are less clear cut. Opinion is split on whether women rarely make false claims of being raped, and one-third of men agree a woman is putting herself at risk for rape if she dresses provocatively.

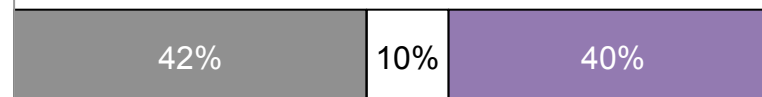
Men with a *high or medium GES* are more likely to agree that a woman should claim rape if she was pressured to have sex with a man while both were drunk. Men with a *low GES* are more likely to agree that if a woman wears provocative clothing, she is putting herself at risk for rape, and women often say 'no' when they mean 'yes'. Men *born outside of Canada* are also more likely to agree that women often say 'no' when they mean 'yes'.

## POSITIVE STATEMENTS

A woman should claim rape if she was pressured to have sex with a man while both were drunk



Women rarely make false claims of being raped



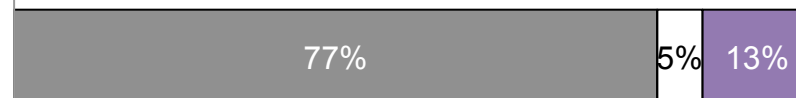
■ Disagree (somewhat, strongly) □ Neither agree nor disagree ■ Agree (somewhat, strongly)

## NEGATIVE STATEMENTS

If a woman wears provocative clothing, she's putting herself at risk for rape



Women often say 'no' when they mean 'yes'



■ Disagree (somewhat, strongly) □ Neither agree nor disagree ■ Agree (somewhat, strongly)

Base: Male Albertans (n=1,478)

**Leger**

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Q10. Now I will read a set of statements about sexual violence. Again, there are no right or wrong answers, only opinions. For each one, please tell me if you ... Strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree or strongly disagree

# Sexual Assault and Rape

## Trends over Time (% somewhat, strongly agree)

### POSITIVE STATEMENTS

A woman should claim rape if she was pressured to have sex with a man while both were drunk



Women rarely make false claims of being raped



■ 2016 (n=1,478)

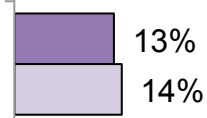
■ 2012 (n=1,000)

### NEGATIVE STATEMENTS

If a woman wears provocative clothing, she's putting herself at risk for rape



Women often say 'no' when they mean 'yes'



■ 2016 (n=1,478)

■ 2012 (n=1,000)

↓ = significant decrease since 2012

Base: Male Albertans

**Leger**

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Q10. Now I will read a set of statements about sexual violence. Again, there are no right or wrong answers, only opinions. For each one, please tell me if you ... Strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree or strongly disagree

# Detailed Results

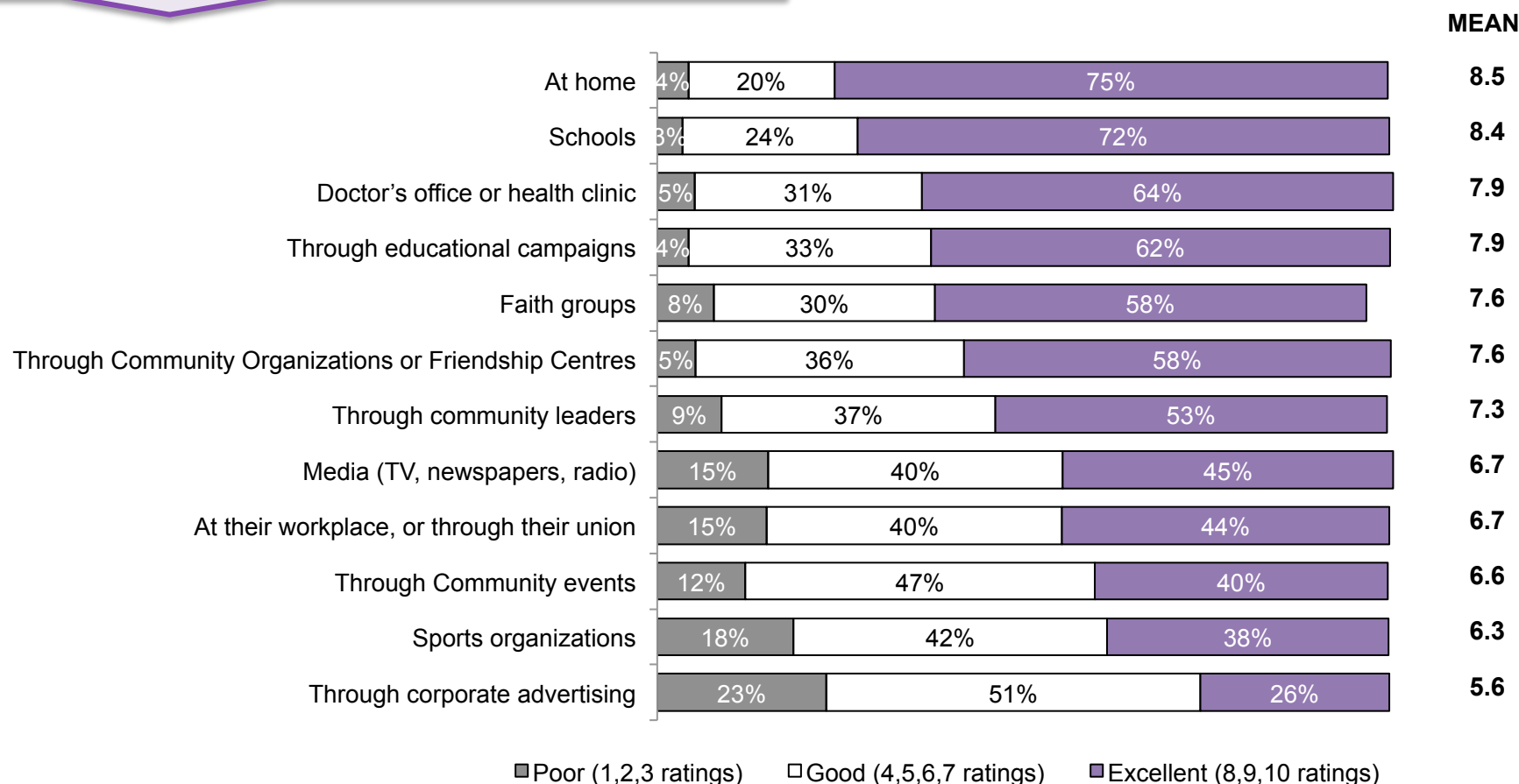
## Information Sources



# Information Sources for Men / Boys about VAW 2016 Results

The top four sources for men and boys to receive information about ending violence against women and the role they can play are at home, schools, a doctor's office or health clinic, and/or through educational campaigns.

Men with a *high GES* are more likely, on average, to indicate that men and boys should receive information about ending violence against women and the role they can play through all mentioned sources.



Base: Male Albertans (n=1,478)

## Information Sources for Men / Boys about VAW Trends Over Time (mean)

	2012 (n=1,000)	2016 (n=1,478)
At home*	N/A	8.5
Schools	8.2	8.4
Doctor's office or health clinic	7.8	7.9
Through educational campaigns	7.7	7.9
Faith groups	7.4	7.6
Through Community Organizations or Friendship Centres**	N/A	7.6
Through community leaders	6.8	7.3 ↑
Media (TV, newspapers, radio)	6.7	6.7
At their workplace, or through their union	6.3	6.7 ↑
Through Community events**	N/A	6.6
Sports organizations	6.0	6.3 ↑
Through corporate advertising	5.5	5.6

Base: Male Albertans

\*New parameter in 2016

\*\*Previously one parameter in 2012: "Through community or friendship centres/community organizations and/or events"

↑ = significant increase since 2012

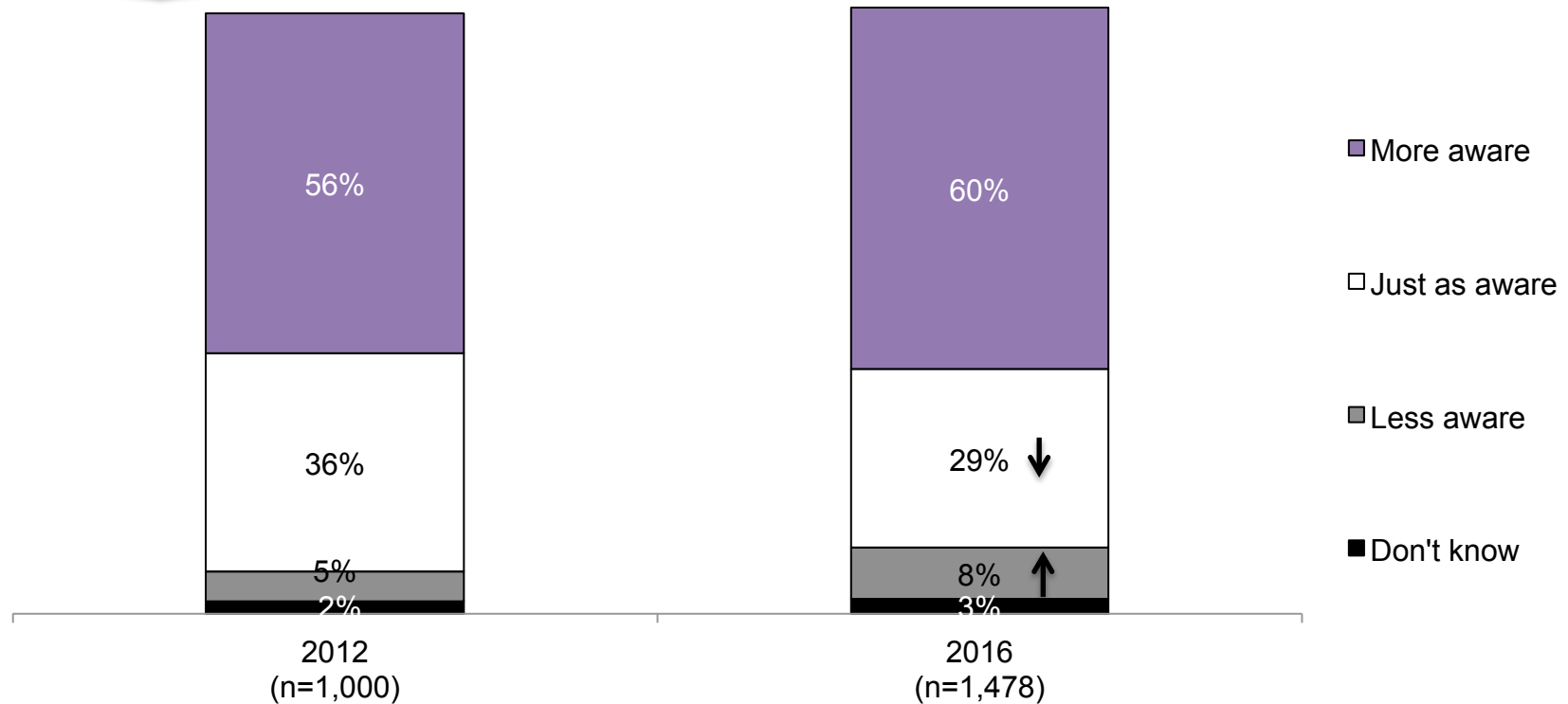
# Detailed Results

## Positive Roles Men Can Play

## Awareness Level About VAW (compared to 5 years ago) Trends Over Time

Three-in-five men believe boys and men are more aware of the problem of violence against women, compared to five years ago.

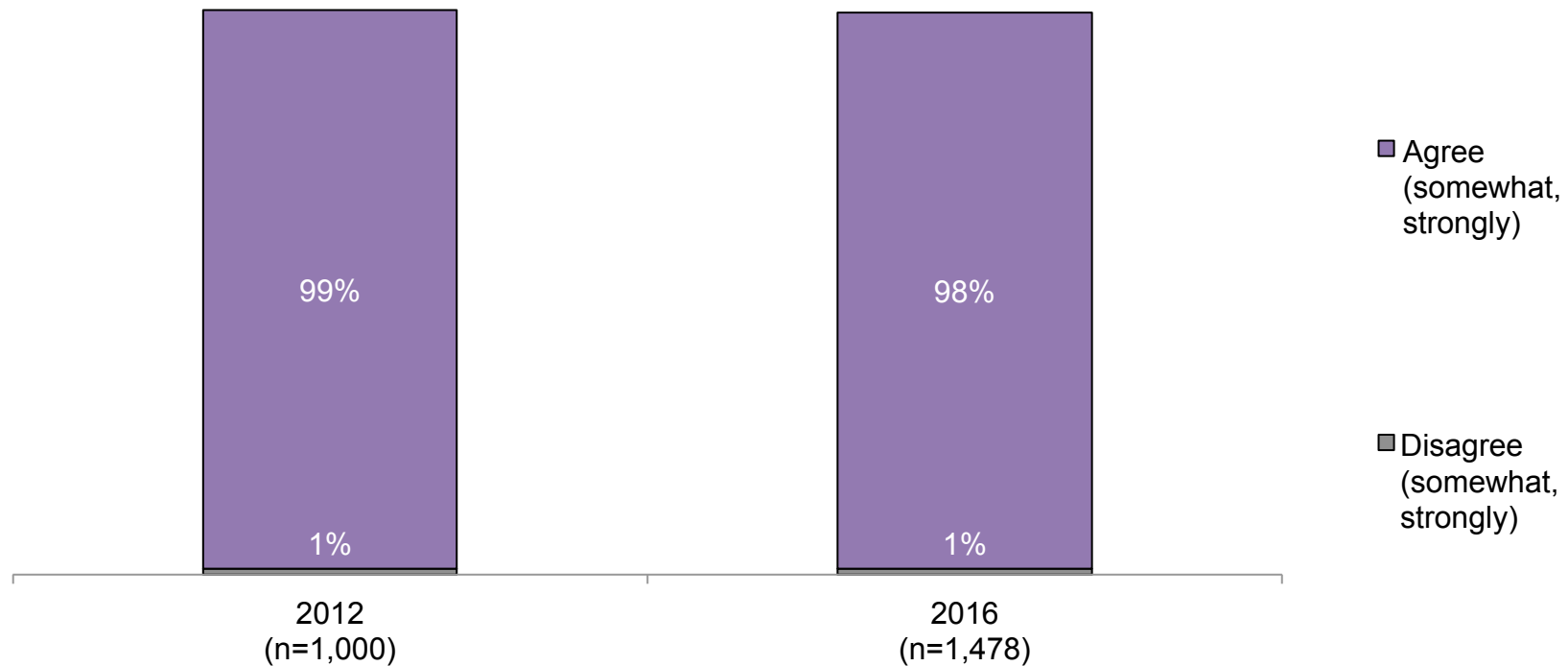
The perception that men and boys are more aware of the problem of violence against women compared to 5 years ago trends upward with age.



↑ = significant increase since 2012  
↓ = significant decrease since 2012

## Agreement that Men Can Personally Make a Difference Trends Over Time

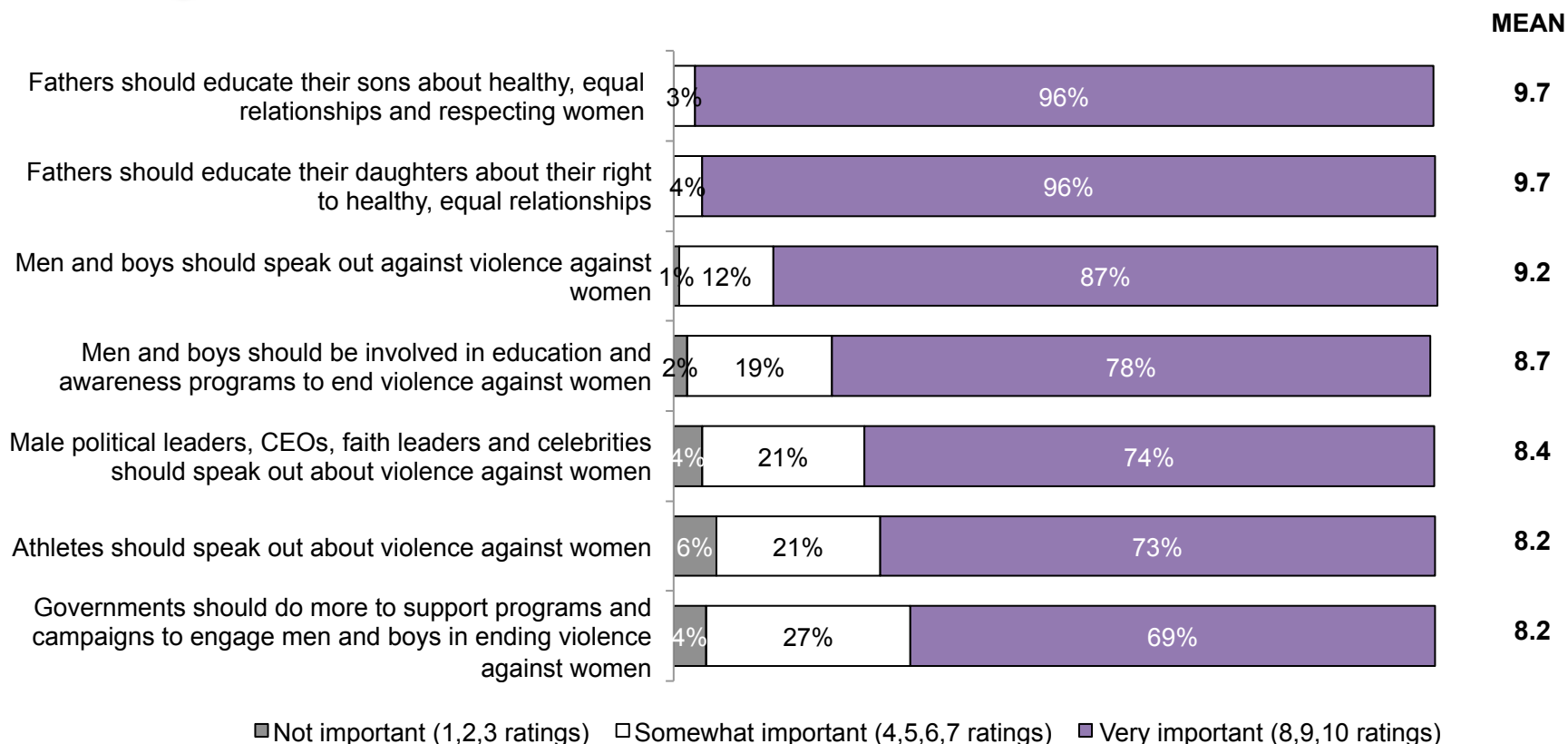
Virtually all men agree that men can personally make a difference in promoting healthy, respectful, non-violent relationships.



## Importance of Education / Speaking Out on VAW 2016 Results

On average, men believe it is most important for fathers to educate their sons about healthy relationships and respecting women, and their daughters about their right to healthy, equal relationships.

Men with a high GES are more likely, on average, to rate all of the mentioned items as important. On average, men born outside of Canada are more likely, on average, to indicate that it is important for governments to do more to support programs and campaigns to engage men and boys in ending violence against women.



Base: Male Albertans (n=1,478)

## Importance of Education / Speaking Out on VAW Trends Over Time (mean)

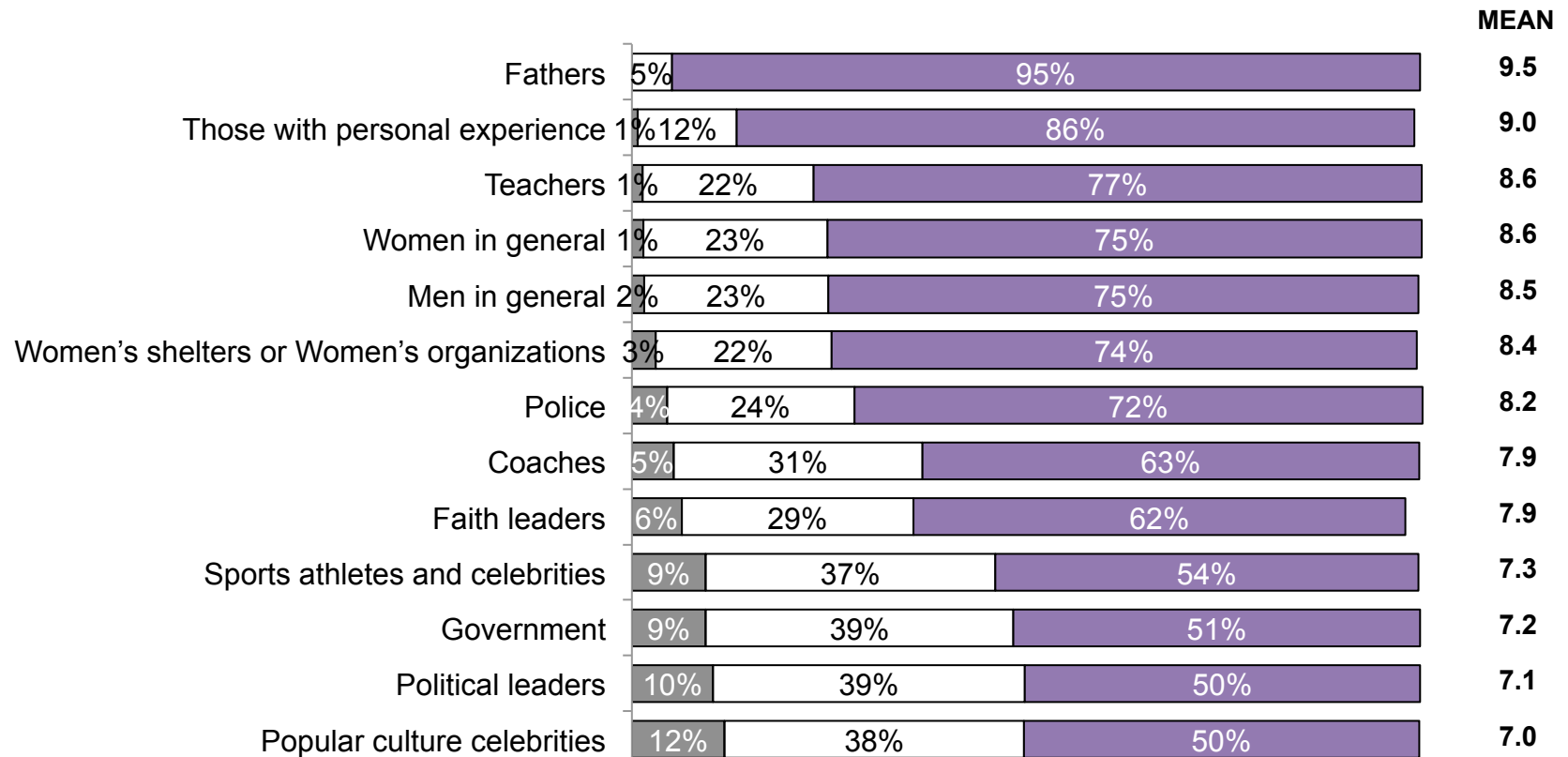
	2012 (n=1,000)	2016 (n=1,478)
Fathers should educate their sons about healthy, equal relationships and respecting women	9.5	9.7 ↑
Fathers should educate their daughters about their right to healthy, equal relationships	9.5	9.7 ↑
Men and boys should speak out against violence against women	9.0	9.2 ↑
Men and boys should be involved in education and awareness programs to end violence against women	8.4	8.7 ↑
Male political leaders, CEOs, faith leaders and celebrities should speak out about violence against women	8.3	8.4
Athletes should speak out about violence against women	8.0	8.2
Governments should do more to support programs and campaigns to engage men and boys in ending violence against women	7.7	8.2 ↑

↑ = significant increase since 2012

# Most Encouraging / Inspiring Sources to Take Action to End VAW 2016 Results

Fathers and those with personal experience are viewed as the best sources for encouraging and inspiring men to take actions to end violence against women, on average.

With the exception of fathers and faith leaders, on average, men with a high GES are more likely to feel each group mentioned can best encourage or inspire men to take actions to end violence against women. On average, men born outside of Canada are more likely to feel that the government, political leaders, and teachers can best encourage or inspire men to take such actions.



Base: Male Albertans (n=1,478)

Note: New question in 2016, tracking is not available

■ Poor (1,2,3 ratings)

□ Good (4,5,6,7 ratings)

■ Excellent (8,9,10 ratings)



# Profile of Respondents

## Profile of Respondents

	Male Albertans
n=	1,478
<b>Age</b>	
18 to 34 years old	35%
35 to 44 years old	20%
45 to 54 years old	20%
55 to 64 years old	14%
65+ years of age	11%
<b>Region</b>	
Calgary	32%
Edmonton	23%
Central	11%
NE	11%
NW	7%
South	16%
<b>Education</b>	
Some high school	7%
Graduated high school	20%
Some post secondary / college (excluding University)	11%
Graduated post secondary / college	23%
Some university	5%
University bachelor degree	21%
Graduate degree	12%

	Male Albertans
n=	1,478
<b>Employment Status</b>	
Employed full-time	60%
Employed part-time	8%
Homemaker	1%
Student	7%
Retired	12%
Unemployed	8%
Other	4%
<b>Household Income</b>	
\$19,999 and less	3%
Between \$20,000 and \$39,999	7%
Between \$40,000 and \$59,999	7%
Between \$60,000 and \$79,999	10%
Between \$80,000 and \$99,999	11%
Between \$100,000 and \$119,999	12%
\$120,000 or more	31%
Refuse	19%
<b>Relationship Status</b>	
Single	25%
Married	60%
Common-law	7%
Divorced or separated	4%
Other	5%

## Profile of Respondents (continued)

	Male Albertans
n=	1,478
<b>Have Children Under 18</b>	
Yes	37%
No	62%
<b>Have Children Over 18</b>	
Yes	35%
No	64%
<b>Born in Canada</b>	
Yes	82%
No	18%
<b>Tenure in Canada*</b>	(n=228)
Less than 3 years	1%
3 to 10 years	30%
More than 10 years	68%
<b>Tenure in Alberta</b>	
0 to 9 years	11%
10 to 19	20%
20 to 29	17%
30 to 39	17%
40 years or longer	31%
Refuse	4%

	Male Albertans
n=	1,478
<b>Ethnicity</b>	
European / White	78%
Asian	10%
Aboriginal, that is, Native American, Metis or Inuit	8%
Latin American / Hispanic	2%
Middle Eastern	2%
African / Black	1%
Something else	8%
Refuse	2%

\*Base: Male Albertans who were not born in Canada

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