

# Alberta Council of Women's Shelters

Male Attitudes Survey



# SURVEY METHODOLOGY

## DATA COLLECTION

- A total of n=1,454 Alberta males were surveyed over the telephone between the dates of January 15 and January 29, 2019.
- The number of interviews completed per region is as follows
  - Edmonton: 300
  - Calgary: 301
  - Northwest Alberta: 208
  - Northeast Alberta: 175
  - Central Alberta: 206
  - Southern Alberta: 264

## 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:

Region	Sample size	Margin of Error
Edmonton	n=300	$\pm 5.7$ % points
Calgary	n=301	$\pm 5.7$ % points
Northwest Alberta	n=208	$\pm 6.8$ % points
Northeast Alberta	n=175	$\pm 7.4$ % points
Central Alberta	n=206	$\pm 6.8$ % points
Southern Alberta	n=264	$\pm 6.0$ % points

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

# KEY INSIGHTS

## Positive shifts in attitudes continue, opportunities to improve remain

- / Since 2012 gender equity scores continue to rise among Alberta men.
- / Although trends are improving in some areas, there continues to be opportunity to educate Alberta men that yelling is a form of violence, that women may not be able to leave a violent relationship even if they wanted to, and about the impacts of sexist language and depictions of women in the media.

## 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 public 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.
- / Intervention behaviours are consistent with 2016, although upward trends are noted on both ends of the spectrum (ignoring, reporting to police).

## 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.
- / For the first time, doctor's offices and educational campaigns join schools and the home as the top sources of information about 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.

## Impact of #metoo

- / Four-in-five Alberta men are aware of #metoo.
- / Those aware of #metoo tend to have higher gender equity scores, and more desirable attitudes about domestic violence and violence against women.
- / Most of those who indicate #metoo changed their mind say they are more sympathetic as a result.

# POSITIVE SHIFTS in ATTITUDES since 2016



GENDER EQUITY SCORE\* continue to rise



Opinions that yelling is a form of violence is trending up

# MESSAGING ABOUT GENDER EQUITY may help shift attitudes

21%

agree that in some situations DV should not be a criminal offence



find it hard to understand why a women would stay in an abusive relationship

47%

believe most women could leave a violent relationship if they really wanted to

\*Higher GENDER EQUITY SCORES are tied to more positive attitudes about domestic violence.

# EDUCATION or tools are needed to help men intervene

90%

are likely to intervene if they knew a victim of domestic violence



1-in-5

witnessed a man using abusive or harassing behavior toward a woman in a social situation



1-in-7

of those 1-in-5 reported the incident to police

# EDUCATION about domestic violence starts at HOME

98%

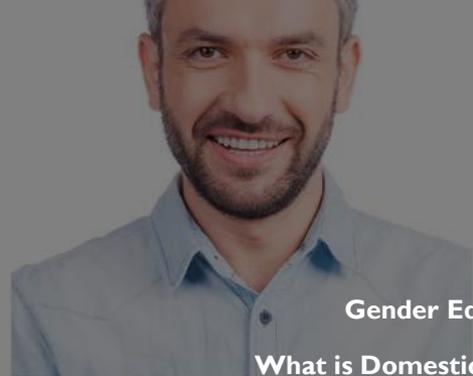
agree that they can make a difference in promoting healthy, respectful, non-violent relationships



Home and School are the TOP 2 SOURCES for information about ending violence against women



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



Gender Equity Score

What is Domestic Violence?

# DETAILED RESULTS

Attitudes about Domestic Violence

Attitudes about Violence Against Women

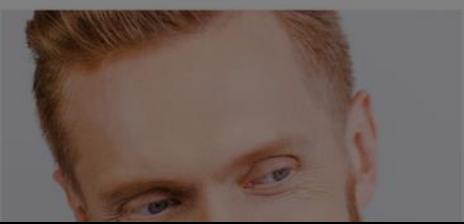
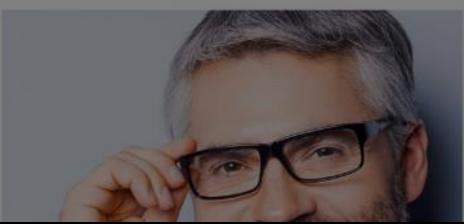
Intervention

Sexual Assault & Rape

Information Sources

Roles Men Can Play

Impact of #metoo



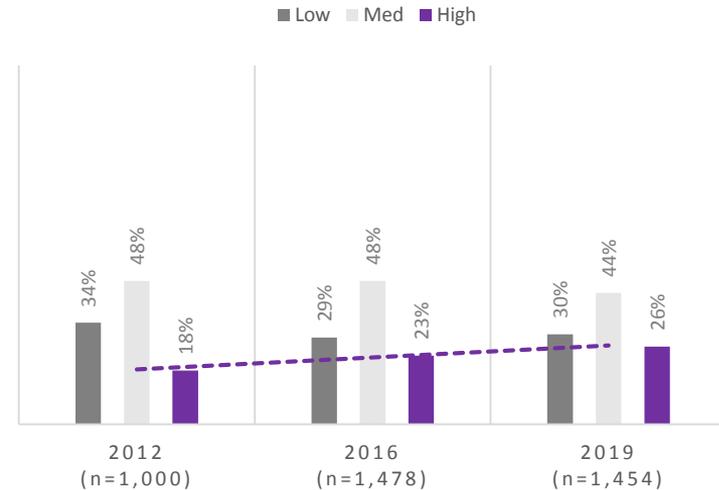
# GENDER EQUITY SCORES CONTINUE TO RISE

## GENDER EQUITY SCORES

- / Adapted from National Survey on Community Attitudes to Violence Against Women (University of Victoria, Australia, 2009)
- / Based on agreement ratings with the following statements:
  - 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

## TRENDS: 2012 to 2019

### GENDER EQUITY SCORE



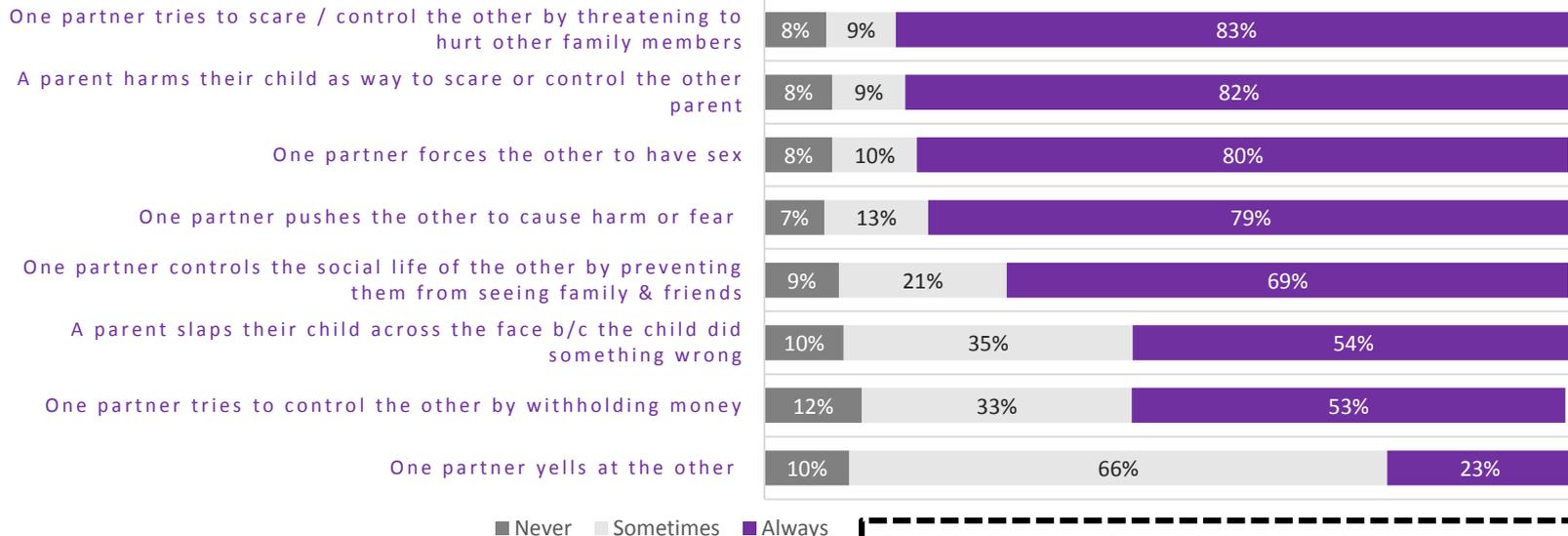
Gender equity scores are higher among:  
 Calgarians, those in Central and Southern Alberta, age 35+, University educated, household income \$80k and higher

Base: Male Albertans

Q.1 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:

# ONE PARTNER YELLING AT THE OTHER IS LESS LIKELY TO BE CONSIDERED A FORM OF DOMESTIC VIOLENCE

## FORMS OF DOMESTIC VIOLENCE



Generally, men who indicate that all of these situations always constitute domestic violence are more likely to be:

- Fathers (have children in the household)
- High GES (with the exception of one partner yelling at the other)

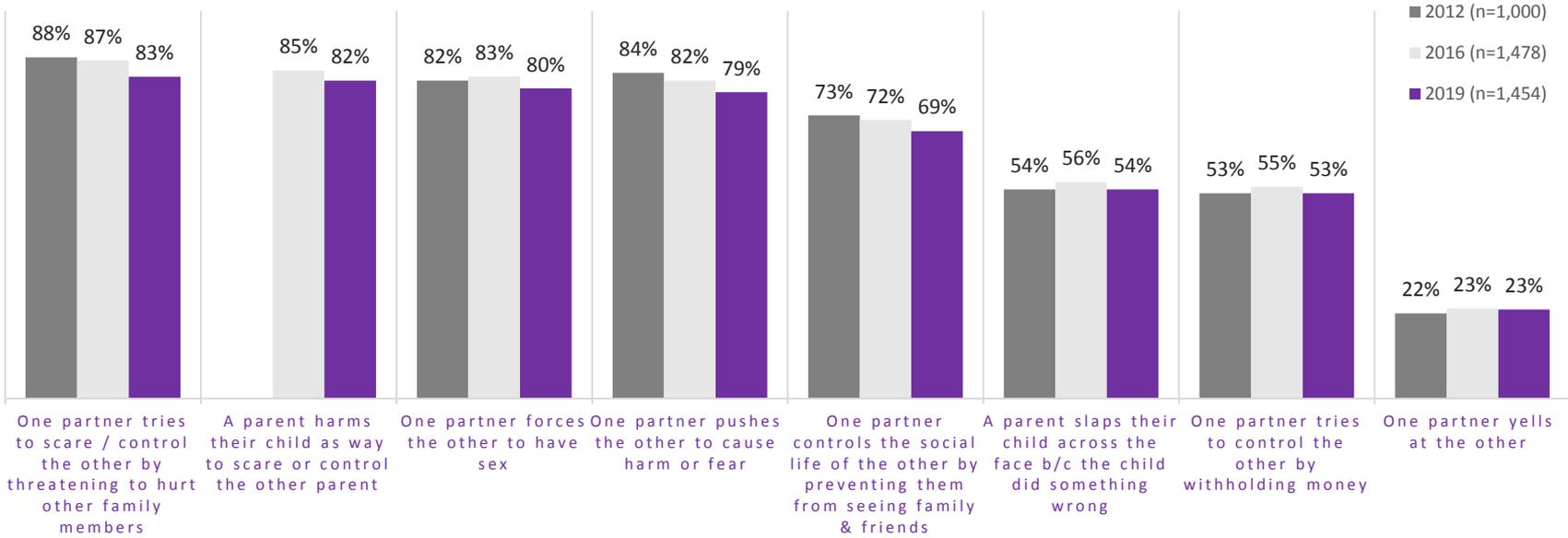
The proportion of men who consider these situations “always domestic violence” increases with income (except yelling).

Base: Male Albertans (n=1,454)

Q.2. The following statements describe a number of different situations. For each statement I'll ask you if it is a form of domestic violence always, sometimes, or never.

# DEFINING DOMESTIC VIOLENCE IS CONSISTENT WITH 2016

## TRENDS (% ALWAYS DOMESTIC VIOLENCE)

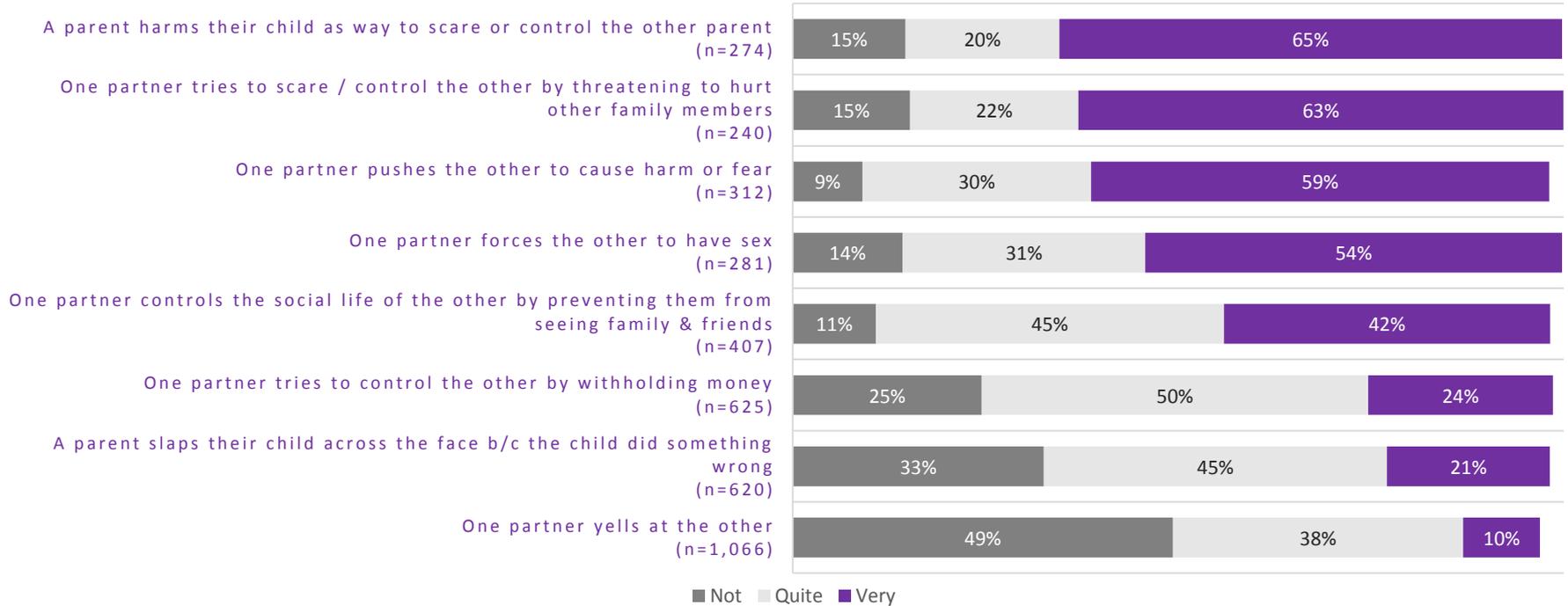


Base: Male Albertans

Q.2. The following statements describe a number of different situations. For each statement I'll ask you if it is a form of domestic violence always, sometimes, or never.

# MEN WHO DO NOT CONSIDER EACH SITUATION AS “ALWAYS” DOMESTIC VIOLENCE STILL CONSIDER EACH SITUATION TO BE SERIOUS

## FORMS OF DOMESTIC VIOLENCE

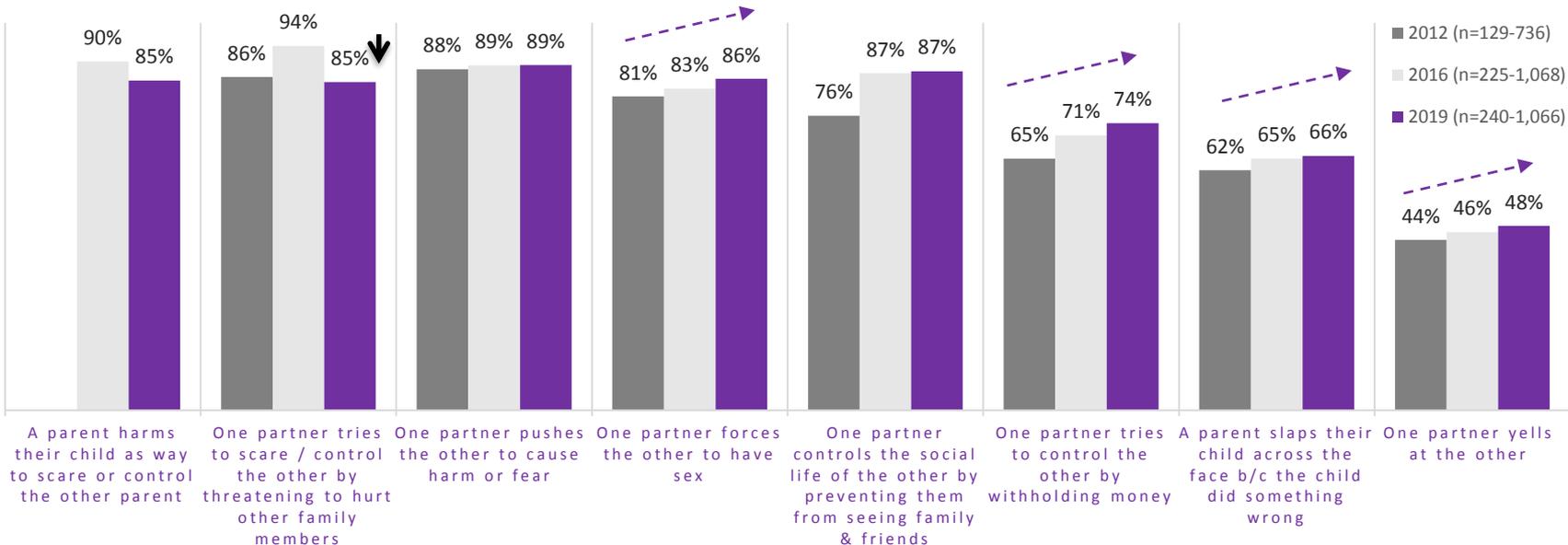


Base: Male Albertans who indicated that each situation is not “always” a form of domestic violence

Q.3. How serious is each one of these situations to you?

# “SERIOUSNESS” OF SITUATIONS ARE EITHER CONSISTENT OR TRENDING UP, EXCEPT TRYING TO CONTROL A PARTNER BY THREATENING TO HURT FAMILY MEMBERS

## TRENDS (% CONSIDERED SERIOUS)



Base: Male Albertans who indicated that each situation is not “always” a form of domestic violence

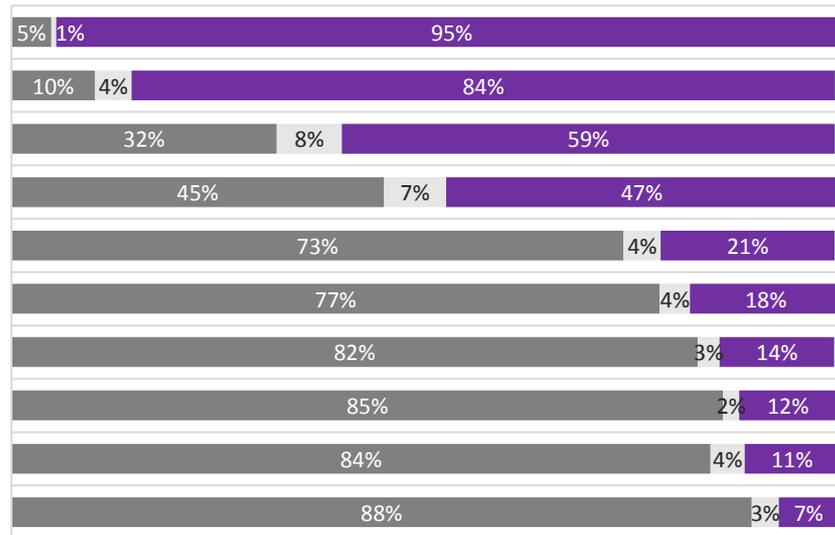
Q. 3. How serious is each one of these situations to you?

↓ = significant decrease since 2016

# HALF OF ALBERTA MEN BELIEVE WOMEN COULD LEAVE A VIOLENT RELATIONSHIP IF THEY WANTED TO

## ATTITUDES ABOUT DOMESTIC VIOLENCE

- DV can happen in any family, regardless of cultural background or economic situation
- In domestic situations where one partner is physically violent towards the other, the violent person should leave the family...
- It's hard to understand why women stay in an abusive relationship
- Most women could leave a violent relationship if they really wanted to
- In some situations, DV should not be a criminal offence
- DV can be excused if, afterwards, the violent person genuinely regrets what they have done
- DV is not as serious if it results from people getting so angry that they temporarily lose control
- DV is not as serious if the victim or the offender are heavily affected by alcohol
- DV is a private matter to be handled in the family
- It's a parent's duty to stay in a violent relationship in order to keep the family together



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

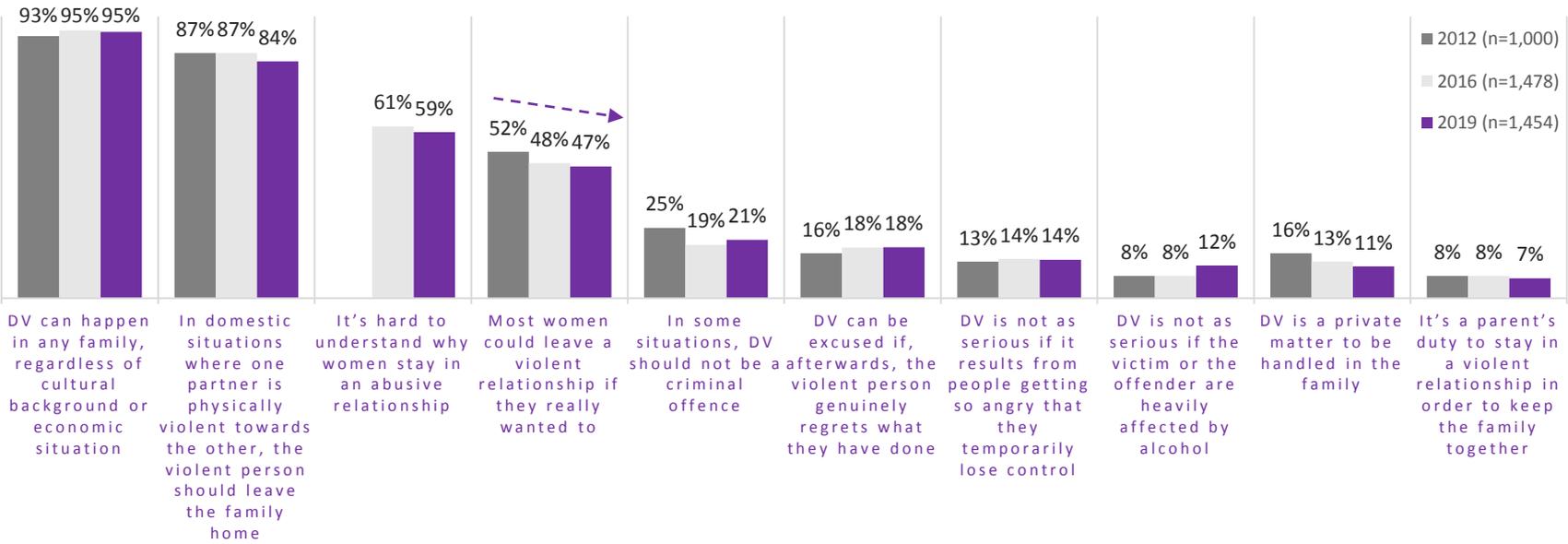
Men with a **high GES** are more likely to **disagree** with all statements (except DV can happen in any family and that the violent person should leave the family home). Conversely, men with a **low GES** are more likely to **agree** with each statement (except DV can happen in any family, the violent person should leave the family home, and that it's hard to understand why women stay in an abusive relationship).

Base: Male Albertans (n=1,454)

Q.4. The following statements are about domestic violence. 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:

# ATTITUDES ABOUT DV ARE CONSISTENT WITH 2016, EXCEPT MOST WOMEN COULD LEAVE A VIOLENT RELATIONSHIP (TRENDING DOWN)

## TRENDS (% AGREE)

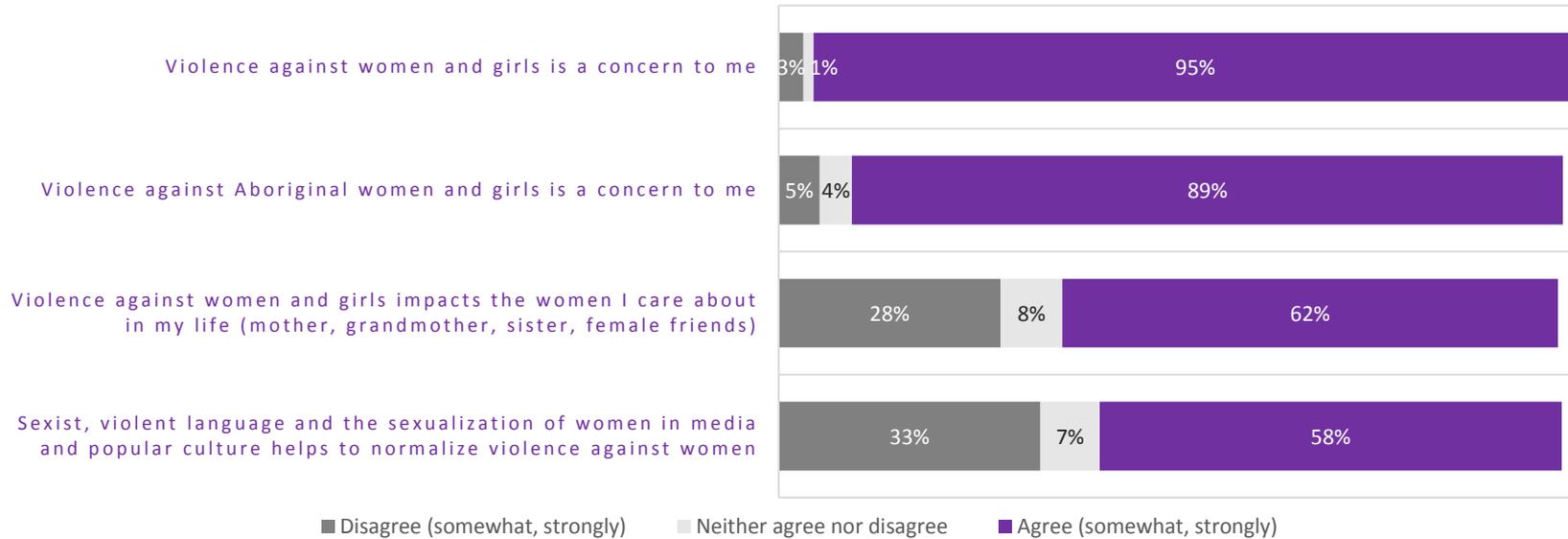


Base: Male Albertans

Q.4. The following statements are about domestic violence. 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:

# MOST ALBERTA MEN ARE CONCERNED ABOUT VIOLENCE AGAINST WOMEN AND GIRLS; NOT AS MUCH ABOUT SEXIST LANGUAGE, MEDIA

## ATTITUDES ABOUT VIOLENCE AGAINST WOMEN & GIRLS



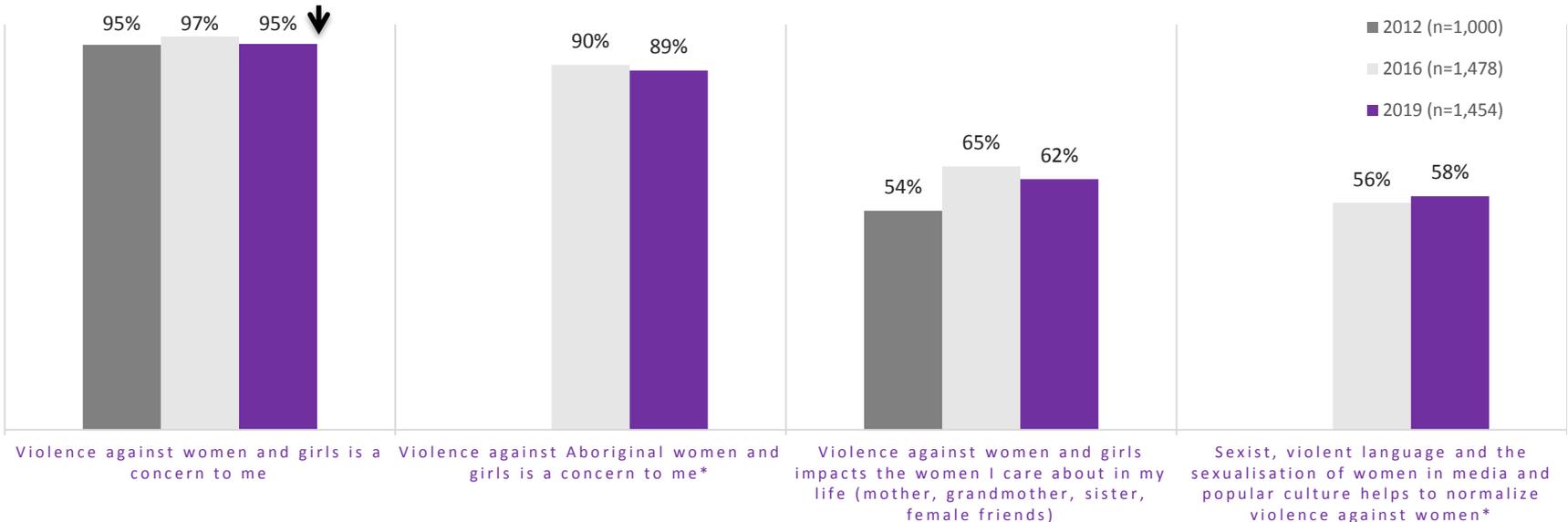
Men with a high GES are more likely to agree with all the statements except violence for women and girls impact those in their lives

Base: Male Albertans (n=1,454)

Q.5. The following statements describe attitudes towards violence against women. 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.

# CONCERNS AMONG MEN ARE CONSISTENT, EXCEPT VAW IS A CONCERN WHICH HAS RETURNED TO BASELINE LEVELS

## TRENDS (% AGREE)



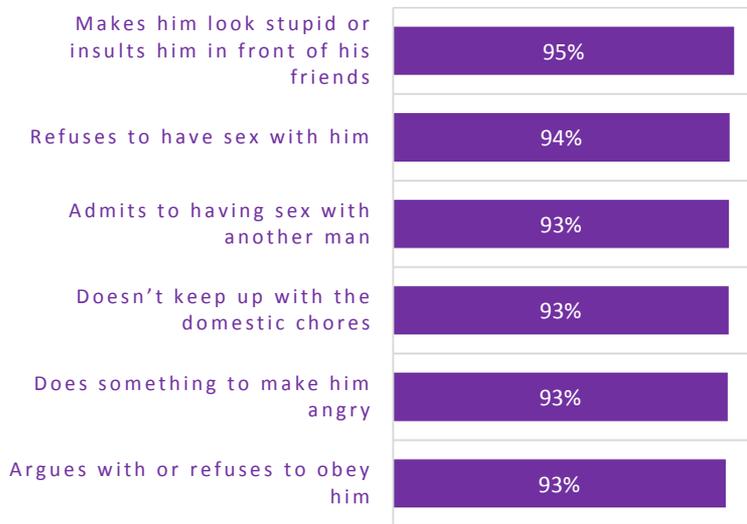
↓ = significant decrease since 2016

Base: Male Albertans

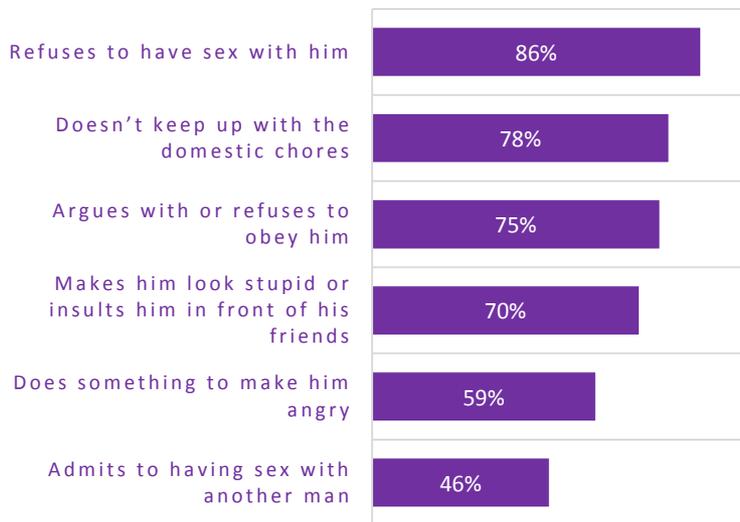
Q.5. The following statements describe attitudes towards violence against women. There are no right or wrong answers, only opinions. For each statement please choose whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree.

# NEARLY ALL MEN BELIEVE PHYSICAL ASSAULT IS NEVER ACCEPTABLE BUT SOME THINK YELLING IS OK, IN CERTAIN SITUATIONS

## NEVER ACCEPTABLE TO PHYSICALLY ASSAULT A WOMAN IF SHE...



## NEVER ACCEPTABLE TO YELL AT A WOMAN IF SHE...



Generally, men who indicate physical assault is never acceptable are more likely to be born in Canada, have high or medium GES, and reside in Calgary.

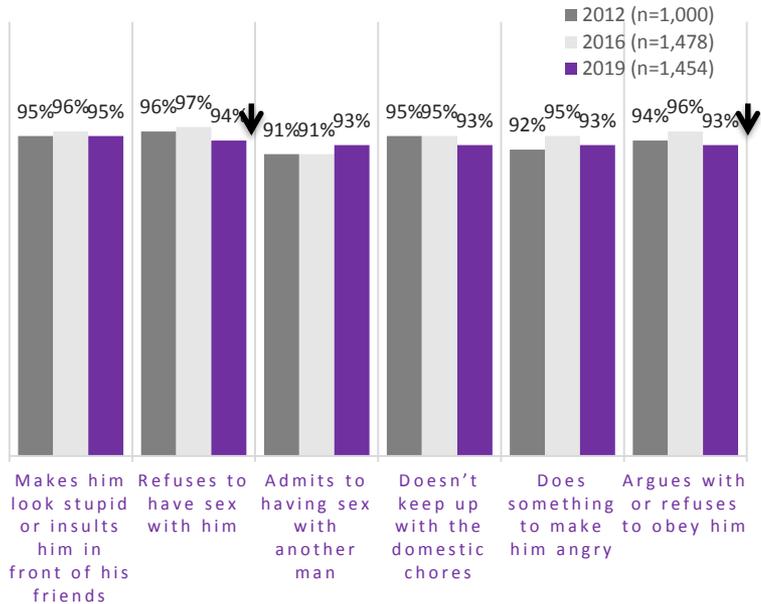
Generally, men who indicate yelling is never acceptable are more likely to be born in Canada, and have high or medium GES.

Base: Male Albertans (n=1,454)

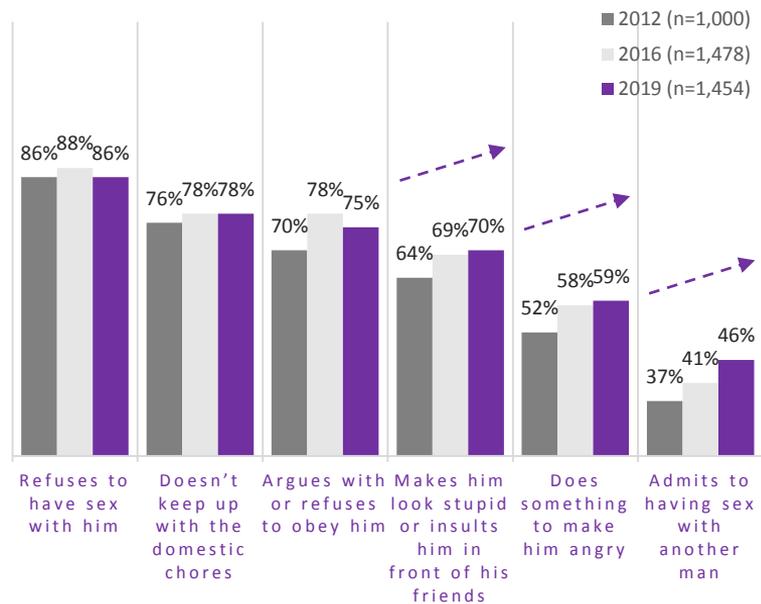
Q.6. Some people believe that it is acceptable under certain circumstance, to yell at their wife, partner or girlfriend. In which of the following circumstances do you think a man has a right to do this to his spouse or partner if she... Q6. Some believe that it is acceptable under certain circumstances, to physically assault their wife, partner or girlfriend. In which of the following do you think a man has a right to do this:

# UNACCEPTABILITY OF PHYSICAL ASSAULT IS EITHER CONSISTENT OR DECREASED WHILE UNACCEPTABILITY OF YELLING IS CONSISTENT OR TRENDING UP

## NEVER ACCEPTABLE TO PHYSICALLY ASSAULT A WOMAN IF SHE...(TRENDS)



## NEVER ACCEPTABLE TO YELL AT A WOMAN IF SHE... (TRENDS)



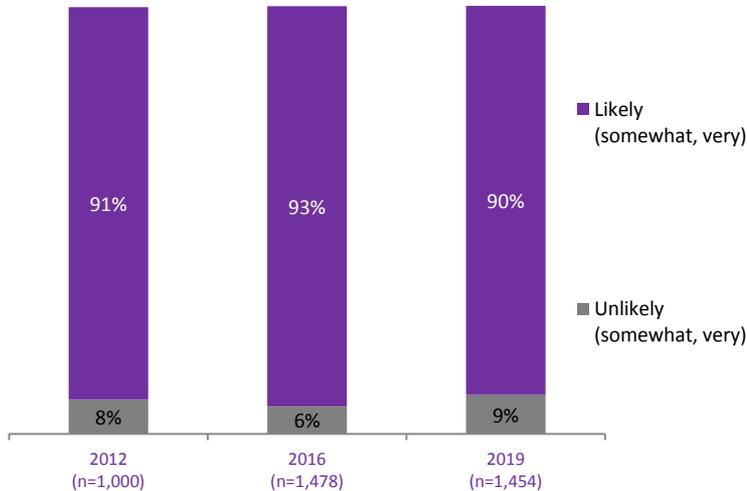
Base: Male Albertans

↓ = significant decrease since 2016

Q.6. Some people believe that it is acceptable under certain circumstance, 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... Q6. Some believe that it is acceptable under certain circumstances, to physically assault their wife, partner or girlfriend. In which of the following do you think a man has a right to do this:

# A HIGH MAJORITY OF MEN STATE THEY ARE LIKELY TO INTERVENE IF A FAMILY MEMBER / FRIEND IS A VICTIM OF DV, CONSISTENT WITH 2016

## LIKELIHOOD TO INTERVENE



Men who indicate they would likely intervene are more likely to:

- Be 35-54 years of age
- Have high GES
- Be married
- Agree that violence against women is a concern
- Have a household income of \$40,000 or more
- Be born in Canada

Base: Male Albertans

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

Q.7. Now imagine that you became aware that a family member or close friend of yours is currently a victim of domestic violence. How likely would you be to intervene IN ANY WAY AT ALL? Would you be ...

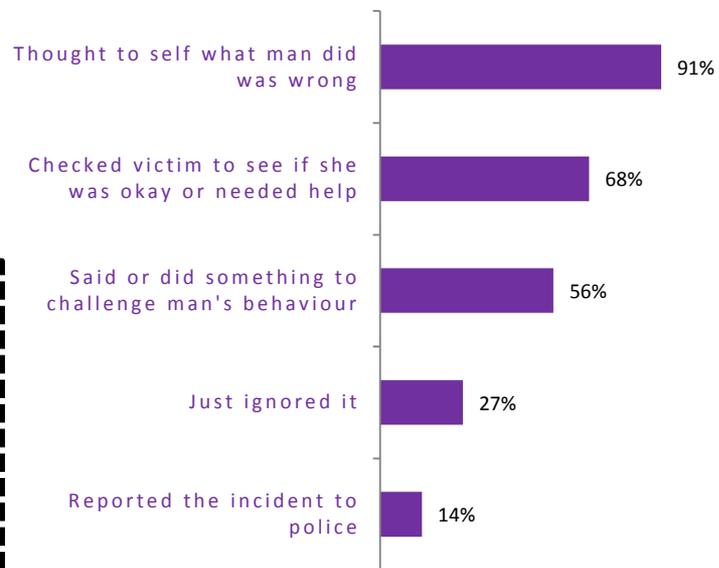
# ONE-IN-FIVE MEN WITNESSED A MAN ABUSING/HARASSING A WOMAN IN PUBLIC THE PAST YEAR. MOST CHECKED ON THE VICTIM, AND ONE-IN-SEVEN REPORTED THE INCIDENT TO POLICE

## WITNESSED A MAN ABUSING/HARASSING WOMEN



- Men who indicate they have witnessed a man using abusive/harassing behaviour are more likely to be:
- Aboriginal men
  - Those who believe awareness of VAW has decreased
  - Those who agree that VAW is a concern
  - Reside in Edmonton or Fort McMurray
  - 18-34 years of age

## ACTION TAKEN



Base: Male Albertans who witnessed a man using abusive or harassing behaviour toward a woman in a social environment in the past year (n=250)

Base: Male Albertans (n=1,454)

Q8. In the past year, have you ever witnessed a man using abusive or harassing behaviour towards a woman in a social environment such as a pub, club, or party? Q9. Thinking about the last time you witnessed a man using abusive or harassing behaviour towards a woman in a social environment, did you do any of the following ...?

# INTERVENTION BEHAVIOURS ARE CONSISTENT WITH 2016, ALTHOUGH UPWARD TRENDS ARE NOTED ON BOTH ENDS OF THE SPECTRUM (IGNORING and REPORTING TO POLICE)

## WITNESSED A MAN ABUSING/HARASSING WOMEN (TRENDS)

2019

20%

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

2016

22%

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

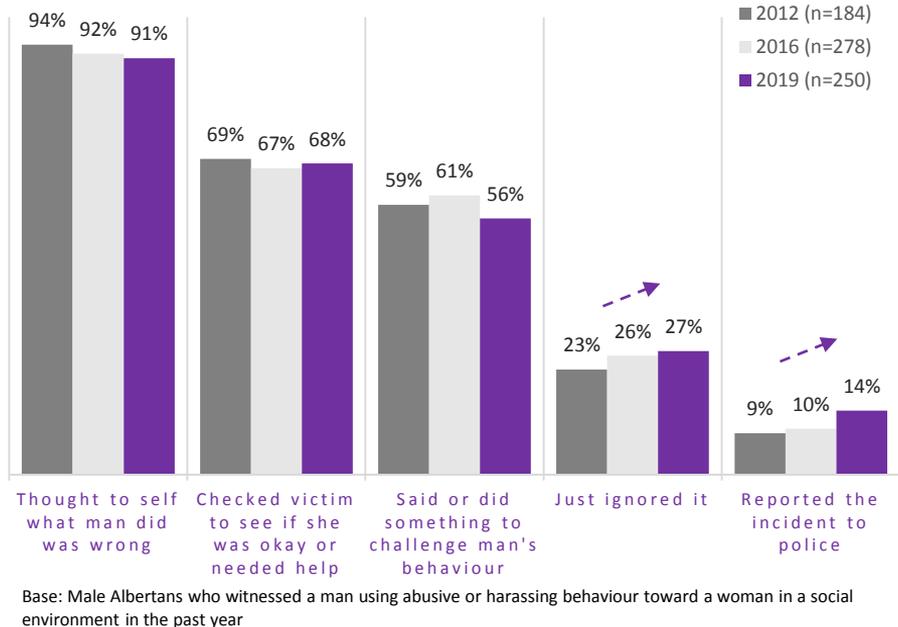
2012

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  
(2019, n=1,454)  
(2016, n=1,478)  
(2012, n=1,000)

## ACTION TAKEN (TRENDS)



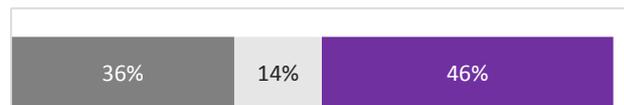
Q8. In the past year, have you ever witnessed a man using abusive or harassing behaviour towards a woman in a social environment such as a pub, club, or party? Q9. Thinking about the last time you witnessed a man using abusive or harassing behaviour towards a woman in a social environment, did you do any of the following ...?

# OPINION IS SPLIT ON WHETHER WOMEN RARELY MAKE FALSE CLAIMS OF BEING RAPED

## ATTITUDES ABOUT SEXUAL ASSAULT AND RAPE

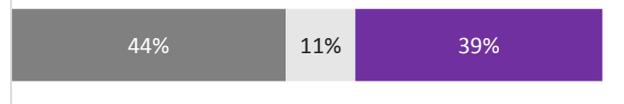
### POSITIVE STATEMENTS

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



Agreement is higher among men with high GES

Women rarely make false claims of being raped



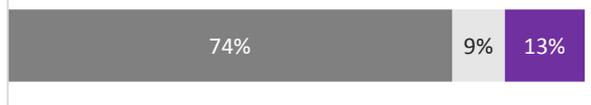
### NEGATIVE STATEMENTS

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



Agreement is higher among men with low GES, those who have household income \$40,000 or less, and those not born in Canada

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



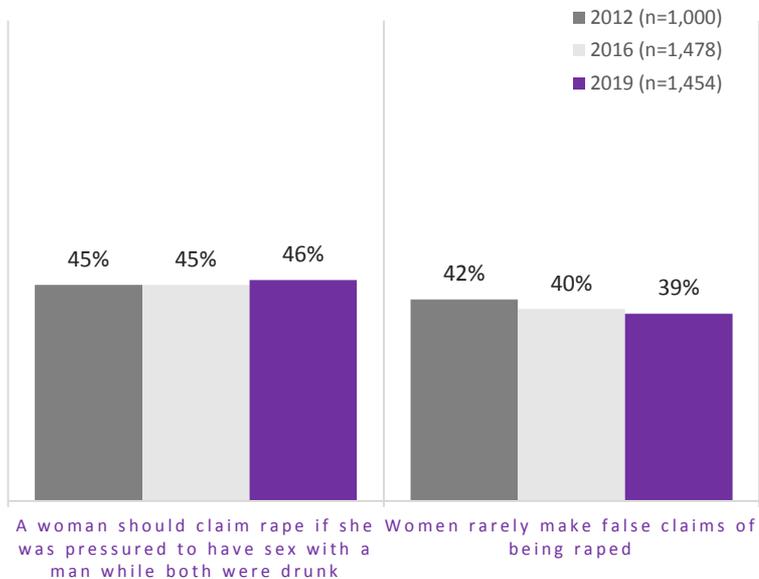
■ Disagree (somewhat, strongly) ■ Neither agree nor disagree ■ Agree (somewhat, strongly)

Base: Male Albertans (n=1,454)

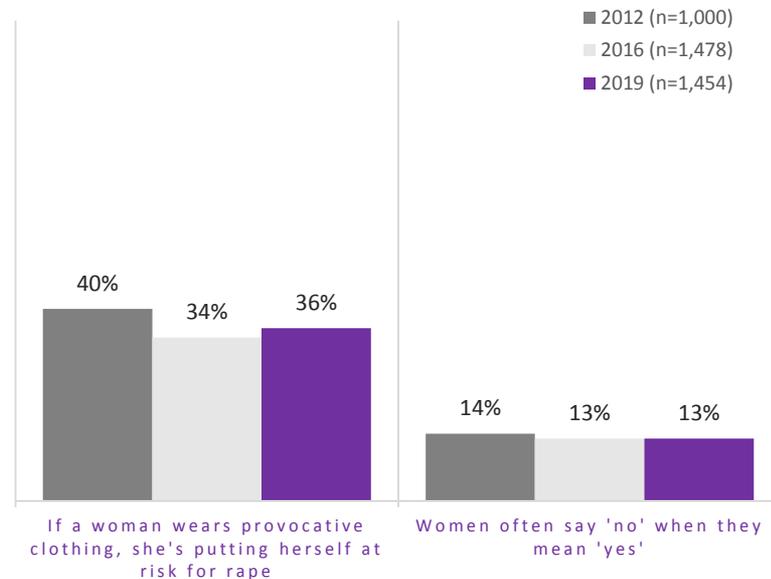
Q10. Now I will read a set of statements about sexual violence. Again, there are no right or wrong answers, only opinions. For each one, please tell me if you ... Strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree or strongly disagree

# ATTITUDES ABOUT SEXUAL ASSAULT ARE CONSISTENT WITH 2016

## POSITIVE STATEMENTS (% Agree)



## NEGATIVE STATEMENTS (% Agree)

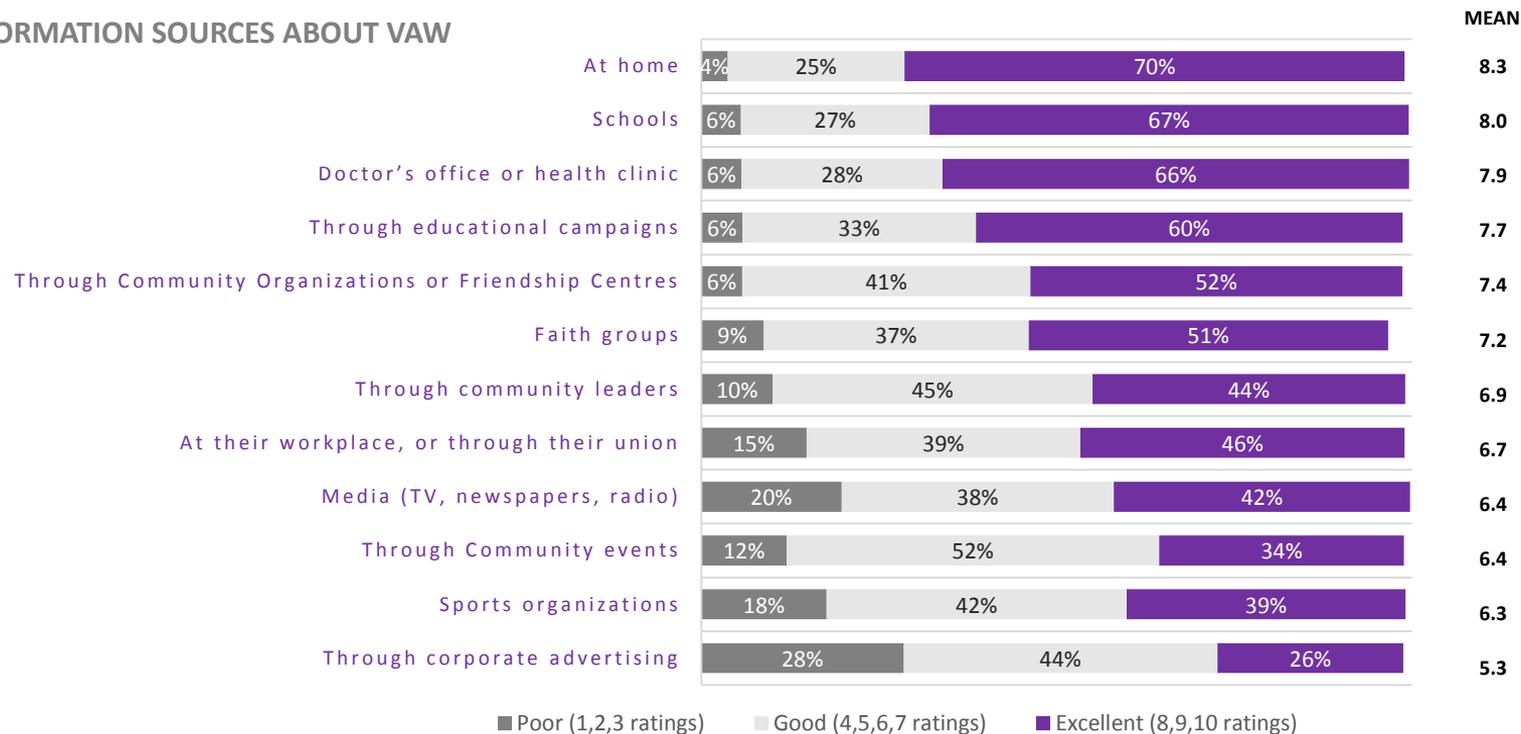


Base: Male Albertans

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

# THE TOP SOURCES FOR MEN AND BOYS TO RECEIVE INFORMATION ARE AT HOME, SCHOOLS AND DOCTOR'S OFFICE

## INFORMATION SOURCES ABOUT VAW



Base: Male Albertans (n=1,454)

Q11. Where should men and boys receive information about ending violence against women and the role they can play? Rate each of the following options on a scale of 1 to 10, where 1=poor and 10=excellent place to receive this information ...

# DOCTOR'S OFFICES AND EDUCATIONAL CAMPAIGNS JOIN SCHOOLS AND THE HOME AS MAIN SOURCES OF INFORMATION ABOUT VAW

## INFORMATION SOURCES ABOUT VAW (TRENDS – MEAN SCORES)

	2012 (n=1,000)	2016 (n=1,478)	2019 (n=1,454)
At home*	N/A	8.5	8.3
Schools	8.2	8.4	8.0 ↓
Doctor's office or health clinic	7.8	7.9	7.9
Through educational campaigns	7.7	7.9	7.7
Through Community Organizations or Friendship Centres**	N/A	7.6	7.4 ↓
Faith groups	7.4	7.6	7.2 ↓
Through community leaders	6.8	7.3	6.9 ↓
At their workplace, or through their union	6.3	6.7	6.7
Media (TV, newspapers, radio)	6.7	6.7	6.4
Through Community events**	N/A	6.6	6.4
Sports organizations	6.0	6.3	6.3
Through corporate advertising	5.5	5.6	5.3

Base: Male Albertans

\*New parameter in 2016

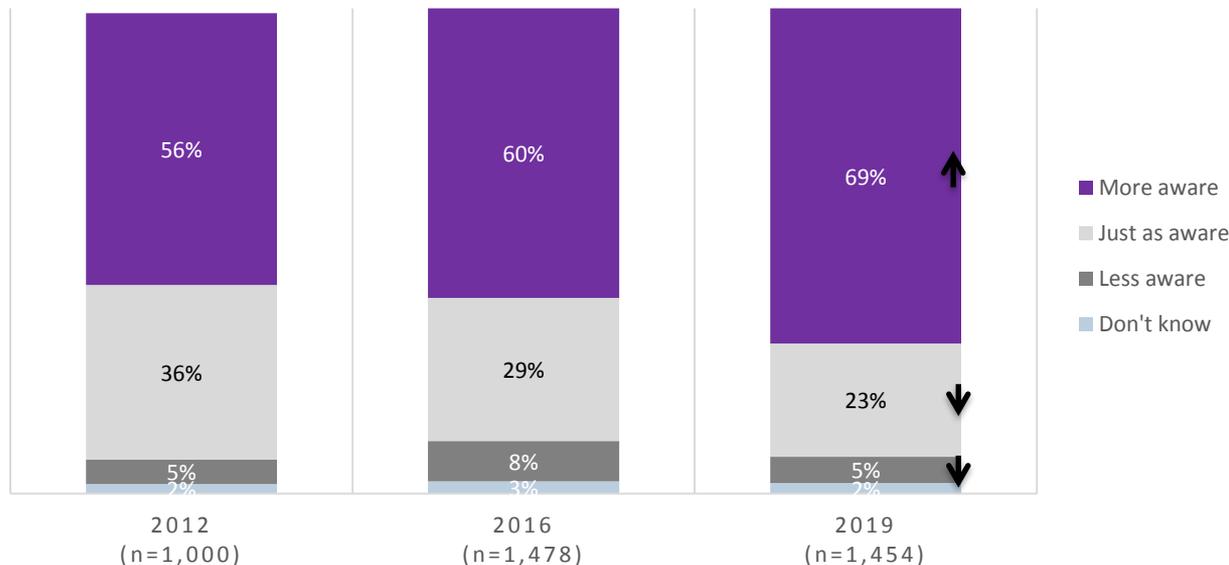
\*\*Previously one parameter in 2012: "Through community or friendship centres/community organizations and/or events"

↓ = significant decrease since 2016

Q11. Where should men and boys receive information about ending violence against women and the role they can play? Rate each of the following options on a scale of 1 to 10, where 1=poor and 10=excellent place to receive this information ...

# SEVEN-IN-TEN MEN BELIEVE BOYS AND MEN ARE MORE AWARE OF THE PROBLEM OF VIOLENCE AGAINST WOMEN, AN INCREASE IN 2019

## AWARENESS ABOUT VAW (COMPARED TO 5 YEARS AGO)



In 2019, the perception that men and boys are more aware of the problem of violence against women compared to 5 years ago is higher among those:

- 55+ years of age
- With a university degree
- With household income of \$80,000 to \$119,000

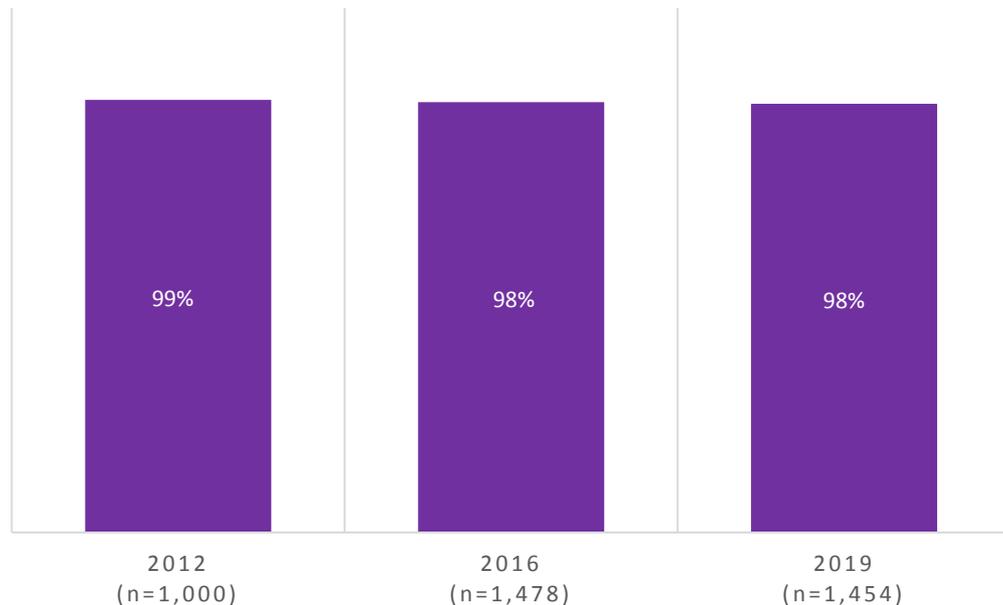
↑ = significant increase since 2016  
 ↓ = significant decrease since 2016

Base: Male Albertans

Q12. Compared to 5 years ago, do you think men and boys are more aware, less aware, or just as aware about the problem of violence against women?

# VIRTUALLY ALL MEN AGREE THAT MEN CAN PERSONALLY MAKE A DIFFERENCE IN PROMOTING HEALTHY, RESPECTFUL, NON-VIOLENT RELATIONSHIPS

## AGREEMENT THAT MEN CAN PERSONALLY MAKE A DIFFERENCE



In 2019, agreement ratings are higher among:

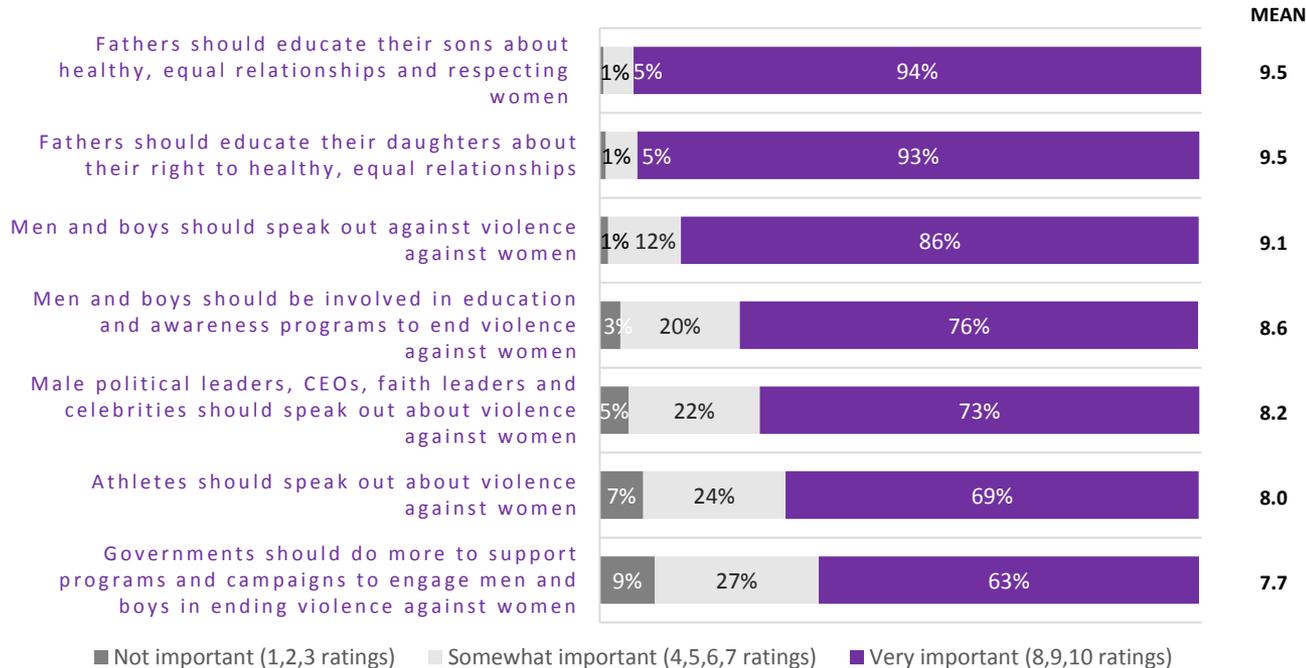
- Aboriginal men
- Those who reside in Calgary, North East and Southern Alberta

Base: Male Albertans

Q13. Please tell me whether you ... strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree or strongly disagree that: Men can personally make a difference in promoting healthy, respectful, non-violent relationships

# ON AVERAGE, MEN BELIEVE IT IS MOST IMPORTANT FOR FATHERS TO EDUCATE THEIR SONS AND DAUGHTERS

## IMPORTANCE OF EDUCATION/SPEAKING OUT ON VAW



Men with a high GES are more likely, on average, to rate all of the mentioned items as important.

Base: Male Albertans (n=1,454)

Q14. On a scale of 1 to 10, where 1 is not at all important and 10 is very important, how important is it that ...

# FATHERS EDUCATING THEIR CHILDREN CONTINUES TO BE THE MOST IMPORTANT WAY TO SPEAK OUT AGAINST VAW

## IMPORTANCE OF EDUCATION/SPEAKING OUT ON VAW (TRENDS – MEAN SCORES)

	2012 (n=1,000)	2016 (n=1,478)	2019 (n=1,454)
Fathers should educate their sons about healthy, equal relationships and respecting women	9.5	9.7	9.5 ↓
Fathers should educate their daughters about their right to healthy, equal relationships	9.5	9.7	9.5 ↓
Men and boys should speak out against violence against women	9.0	9.2	9.1
Men and boys should be involved in education and awareness programs to end violence against women	8.4	8.7	8.6
Male political leaders, CEOs, faith leaders and celebrities should speak out about violence against women	8.3	8.4	8.2
Athletes should speak out about violence against women	8.0	8.2	8.0
Governments should do more to support programs and campaigns to engage men and boys in ending violence against women	7.7	8.2	7.7 ↓

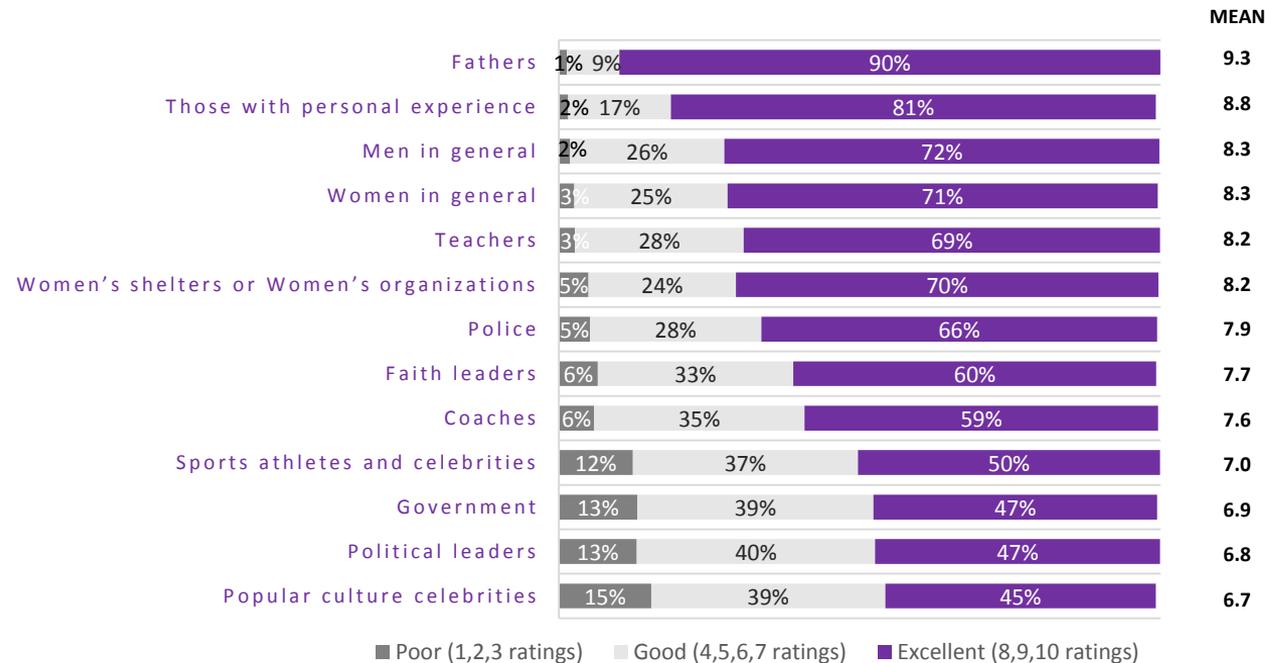
↓ = significant decrease since 2016

Base: Male Albertans

Q14. On a scale of 1 to 10, where 1 is not at all important and 10 is very important, how important is it that ...

# FATHERS AND THOSE WITH PERSONAL EXPERIENCE ARE VIEWED AS THE BEST SOURCES FOR ENCOURAGING AND INSPIRING MEN

## ENCOURAGING/INSPIRING SOURCES TO TAKE ACTION TO END VAW



With the exception of 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, sports athletes or celebrities and teachers can best encourage or inspire men to take such actions.

Base: Male Albertans (n=1,454)

Q15. Who can best encourage or inspire men to take actions to end violence against women? Rate each of the following options on a scale of 1 to 10, where 1=poor and 10=excellent...

# FATHERS, THOSE WITH PERSONAL EXPERIENCE CONTINUE TO BE THE MOST POPULAR SOURCES OF INSPIRATION TO END VAW

## ENCOURAGING/INSPIRING SOURCES TO TAKE ACTION TO END VAW (TRENDS – MEAN SCORES)

	2016 (n=1,478)	2019 (n=1,454)
Fathers	9.5	9.3 ↓
Those with personal experience	9.0	8.8 ↓
Men in general	8.5	8.3
Women in general	8.6	8.3 ↓
Teachers	8.6	8.2 ↓
Women’s shelters or Women’s organizations	8.4	8.2 ↓
Police	8.2	7.9 ↓
Faith leaders	7.9	7.7
Coaches	7.9	7.6
Sports athletes and celebrities	7.3	7.0
Government	7.2	6.9 ↓
Political leaders	7.1	6.8
Popular culture celebrities	7.0	6.7

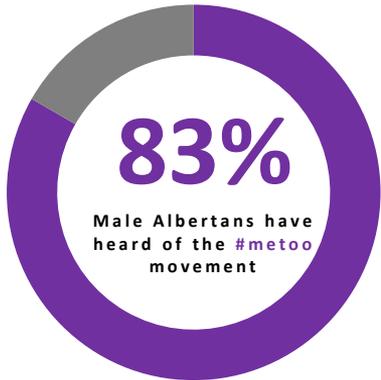
↓ = significant decrease since 2016

Base: Male Albertans  
Note: New question in 2016

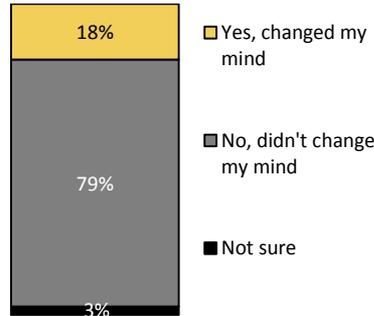
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# FOUR-IN-FIVE ALBERTA MEN HEARD OF #METOO, THREE-QUARTERS OF THOSE WHO INDICATE IT CHANGED THEIR MIND SAY THEY ARE MORE SYMPATHETIC

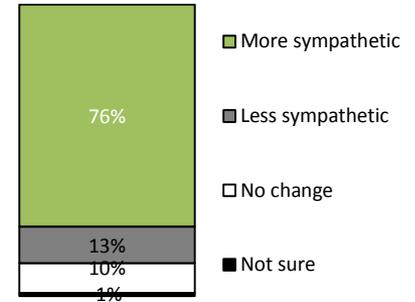
## HEARD OF #METOO?



## #METOO CHANGED MY MIND?



## #METOO MADE ME MORE OR LESS SYMPATHETIC?



### Awareness of #metoo is higher among those:

- Who reside in Calgary, North East, Southern Alberta, Fort McMurray, Lethbridge, or Medicine Hat
- Who have high or medium GES
- Who are married
- Who believe men are more aware compared to 5 years ago
- Have a college or university degree
- Have a household income of more than \$40,000
- Are born in Canada

Base: Male Albertans (n=1,454)  
Note: New question in 2019

Base: Male Albertans who have heard of the #metoo movement (n=1,198)

Base: Male Albertans who indicate that #metoo movement changed their mind (n=196)

Men who indicate that the #metoo movement made them more sympathetic are more likely to be:

- Those not born in Canada
- Have high GES

An aerial, high-angle photograph of a large, dense crowd of people at what appears to be a festival or public event. The individuals are packed closely together, and their clothing is a mix of various colors, creating a vibrant, multi-colored mosaic. The overall scene is slightly blurred, suggesting movement and a large scale. Overlaid on the right side of the image is the word "DEMOGRAPHICS" in a clean, white, sans-serif font. A thin white vertical line is positioned to the left of the text, extending from the top of the word down to the bottom of the frame.

# DEMOGRAPHICS

# DEMOGRAPHICS

## AGE, REGION, EDUCATION

	TOTAL (n=1,454)	EDMONTON (n=300)	CALGARY (n=301)	NORTHWEST (n=208)	NORTHEAST (n=175)	CENTRAL (n=206)	SOUTH (n=264)
<b>AGE</b>							
18 to 34 years old	23%	36%	21%	31%	26%	14%	10%
35 to 44 years old	21%	19%	32%	18%	20%	11%	8%
45 to 54 years old	18%	17%	18%	23%	10%	23%	19%
55 to 64 years old	19%	15%	16%	16%	31%	30%	20%
65+ years of age	19%	13%	13%	13%	13%	21%	43%
Refuse	<1%	<1%	<1%	-	-	<1%	-
<b>REGION</b>							
Calgary Proper	32%	-	100%	-	-	-	-
Edmonton Proper	23%	100%	-	-	-	-	-
Central	11%	-	-	-	-	100%	-
NE	10%	-	-	-	100%	-	-
NW	8%	-	-	100%	-	-	-
South	15%	-	-	-	-	-	100%
<b>EDUCATION</b>							
Elementary	1%	<1%	1%	3%	<1%	1%	<1%
Some high school	6%	7%	1%	21%	3%	7%	5%
Graduated high school	16%	18%	10%	27%	27%	17%	14%
Some post secondary / college (excluding University)	14%	12%	15%	15%	12%	20%	15%
Graduated post secondary / college	20%	20%	14%	21%	33%	22%	25%
Some university	7%	7%	8%	2%	4%	5%	9%
University bachelor degree	21%	19%	33%	7%	10%	20%	13%
Graduate degree	15%	16%	18%	4%	11%	8%	20%
Refuse	<1%	<1%	-	1%	<1%	<1%	<1%

# DEMOGRAPHICS

## EMPLOYMENT, INCOME, RELATIONSHIP STATUS

	TOTAL (n=1,454)	EDMONTON (n=300)	CALGARY (n=301)	NORTHWEST (n=208)	NORTHEAST (n=175)	CENTRAL (n=206)	SOUTH (n=264)
<b>EMPLOYMENT STATUS</b>							
Employed full-time	49%	48%	50%	52%	60%	40%	45%
Employed part-time	9%	12%	11%	11%	1%	4%	7%
Homemaker	1%	<1%	<1%	<1%	<1%	1%	1%
Student	5%	5%	8%	1%	-	5%	2%
Retired	22%	17%	17%	14%	22%	36%	38%
Unemployed	8%	9%	8%	11%	9%	8%	3%
Other	7%	8%	6%	11%	8%	6%	4%
Refuse	<1%	<1%	-	-	-	-	<1%
<b>HOUSEHOLD INCOME</b>							
\$19,999 and less	3%	4%	<1%	2%	2%	7%	3%
Between \$20,000 and \$39,999	9%	11%	8%	18%	2%	9%	7%
Between \$40,000 and \$59,999	11%	9%	10%	12%	17%	8%	14%
Between \$60,000 and \$79,999	13%	11%	17%	8%	16%	11%	10%
Between \$80,000 and \$99,999	10%	11%	9%	8%	8%	12%	12%
Between \$100,000 and \$119,999	10%	9%	9%	11%	14%	11%	9%
\$120,000 or more	28%	25%	35%	21%	28%	30%	21%
Refuse	16%	19%	12%	21%	12%	12%	24%
<b>RELATIONSHIP STATUS</b>							
Single	22%	28%	23%	19%	16%	22%	14%
Married	63%	53%	65%	57%	67%	63%	72%
Common-law	5%	6%	3%	10%	10%	4%	5%
Divorced or separated	5%	5%	4%	6%	4%	7%	3%
Other	5%	7%	5%	6%	2%	4%	6%
Refuse	<1%	1%	<1%	1%	-	<1%	<1%

# DEMOGRAPHICS

## CHILDREN, BORN IN CANADA, TENURE

	TOTAL (n=1,454)	EDMONTON (n=300)	CALGARY (n=301)	NORTHWEST (n=208)	NORTHEAST (n=175)	CENTRAL (n=206)	SOUTH (n=264)
<b>HAVE CHILDREN UNDER 18</b>							
Yes	35%	38%	44%	39%	30%	25%	19%
No	65%	61%	56%	60%	70%	75%	81%
Refuse	<1%	<1%	<1%	1%	-	<1%	-
<b>HAVE CHILDREN OVER 18</b>							
Yes	46%	36%	34%	48%	48%	62%	71%
No	54%	64%	65%	51%	52%	38%	29%
Refuse	<1%	<1%	1%	1%	-	<1%	-
<b>BORN IN CANADA</b>							
Yes	82%	70%	83%	93%	91%	88%	83%
No	18%	30%	17%	7%	9%	12%	17%
<b>TENURE IN CANADA*</b>	n=216	n=83	n=54	n=17**	n=21**	n=16**	n=25**
Less than 3 years	3%	4%	-	9%	-	9%	-
3 to 10 years	11%	19%	-	2%	22%	26%	5%
More than 10 years	85%	76%	99%	88%	78%	65%	95%
Refuse	<1%	1%	1%	-	-	-	-
<b>TENURE IN ALBERTA</b>							
0 to 9 years	5%	10%	2%	4%	9%	4%	1%
10 to 19	21%	30%	31%	10%	11%	11%	5%
20 to 29	15%	12%	18%	18%	19%	13%	9%
30 to 39	18%	16%	17%	26%	26%	17%	12%
40 years or longer	41%	30%	31%	41%	32%	54%	72%
Refuse	1%	2%	1%	1%	1%	1%	<1%

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

\*\* Caution to be taken in interpretation of results due to small sample size

# DEMOGRAPHICS

## ETHNICITY

	TOTAL (n=1,454)	EDMONTON (n=300)	CALGARY (n=301)	NORTHWEST (n=208)	NORTHEAST (n=175)	CENTRAL (n=206)	SOUTH (n=264)
<b>ETHNICITY</b>							
European / White	75%	66%	76%	68%	72%	82%	88%
Asian	10%	18%	12%	2%	3%	5%	5%
Aboriginal, that is, Native American, Metis or Inuit	7%	7%	5%	20%	9%	9%	3%
African / Black	3%	7%	2%	1%	3%	4%	<1%
Latin American / Hispanic	3%	4%	2%	3%	4%	2%	2%
Middle Eastern	2%	1%	2%	1%	2%	7%	3%
Something else	9%	8%	9%	11%	11%	6%	7%
Refuse	2%	3%	1%	2%	4%	3%	2%

# Leger



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