

Morality Barometer

Report

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1. Study Highlights

- Pedophilia tops the list of immoral behaviours
- More women tend to condemn extra-marital affairs
- Men are less tolerant of homosexuality
- Women are generally less forgiving than men...or simply more principled

2. Results

2.1 81% of the population consider pedophilia tops the list of immoral behaviours

As shown in the following table, Canadians view pedophilia as the most immoral type of behaviour. It is condemned by women (84%) more than men (78%), by 45 to 54 year olds (88%) more than 18 to 24 year olds (74%), by Quebeckers (91%) more than respondents from all other provinces combined (80%), by high income earners (86%) more than low income earners (66%) and more by professionals (89%) more than students (70%).

The following table provides the position of Canadians on behaviours considered immoral.

(n=1508)	Gender			Region					
	Total	Men	Women	AP	QC	ON	PR	AB	BC
Pedophilia	81%	78%	84%	79%	91%	78%	75%	77%	80%
Extra-marital affairs	74%	68%	81%	78%	68%	76%	80%	77%	76%
Prostitution	68%	59%	76%	77%	68%	67%	67%	61%	68%
Alcohol abuse	65%	59%	70%	68%	66%	66%	62%	60%	62%
Sexual relations before the age of 16	65%	61%	68%	69%	51%	69%	69%	63%	71%
Pornographic films	58%	46%	68%	62%	54%	60%	58%	50%	60%
Blasphemy	51%	45%	57%	64%	43%	53%	54%	53%	51%
Abortion	34%	35%	33%	50%	28%	35%	34%	38%	31%
Homosexuality	31%	37%	26%	40%	22%	34%	33%	37%	32%
Divorce	17%	19%	16%	29%	15%	18%	17%	16%	13%
Contraception	8%	9%	8%	13%	9%	8%	9%	5%	9%

2.2 Extra-marital affairs are mainly condemned by women

Seventy-four percent (74%) of Canadians ranks extra-marital affairs as the number 2 on our list of immoral behaviours. Eighty-one percent (81%) of women agree with this opinion, whereas only 68% of men agree. In this respect, Quebecers are more tolerant (68%) than all other provinces combined (78%).

Two-thirds of the population rank prostitution (68%), alcohol abuse (65%) and sexual relations before the age of 16 (65%) in the top 5. In these three cases, women are more easily offended than men. (17%, 11% and 7% respectively). Once more, Québec differs when it comes to sexual relations before the age of 16. In fact, only 51% of Quebecers condemn sexual relations before 16, whereas the average in the rest of Canada is 67%.

2.3 Men are less tolerant of homosexuality

While 31% of Canadians find homosexuality immoral, there is a marked difference between men (37%) and women (26%).

2.4 Women are generally less forgiving than men

Aside from abortion and homosexuality, women are far less forgiving than men are in their opinion of immoral behaviours. In the case of viewing pornographic films, the gap is 22%. The following table presents the differences for all behaviours.

(n=1508)	Gender		Difference
	Men	Women	
Pedophilia	78%	84%	6%
Extra-marital affairs	68%	81%	13%
Prostitution	59%	76%	17%
Alcohol abuse	59%	70%	11%
Sexual relations before the age of 16	61%	68%	7%
Pornographic films	46%	68%	22%
Blasphemy	45%	57%	12%
Abortion	35%	33%	-2%
Homosexuality	37%	26%	-11%
Divorce	19%	16%	-3%
Contraception	9%	8%	-1%

3. Methodology

This study was conducted by Leger Marketing through telephone interviews among a representative sample of 1,508 English- or French-speaking Canadians, 18 years of age or older.

The interviews were conducted from our Montreal and Winnipeg call centres from April 17 to April 23, 2006. Up to ten call-backs were made in the case of non-response.

Using data from Statistics Canada, the results were weighted according to region, gender and language spoken at home to ensure a sample representative of the entire Canadian adult population. In the end, the maximum margin of error obtained for a sample of 1,508 respondents is $\pm 2.6\%$, 19 times out of 20.

4. Questionnaire

PC2. Do you consider the following behaviour as IMMORAL?

a) ... Contraception?

Yes 1
No 2
DNK/Refusal 9

PC2B

PC2. Do you consider the following behaviour as IMMORAL?

b) ... Pedophilia?

Yes 1
No 2
DNK/Refusal 9

PC2C

PC2. Do you consider the following behaviour as IMMORAL?

c) ... Pornographic films?

Yes 1
No 2
DNK/Refusal 9

PC2D

PC2. Do you consider the following behaviour as IMMORAL?

d) ... Alcohol abuse?

Yes 1
No 2
DNK/Refusal 9

PC2E

PC2. Do you consider the following behaviour as IMMORAL?

e) ... Sexual relationships before the age of 16?

Yes 1
No 2
DNK/Refusal 9

PC2F

PC2. Do you consider the following behaviour as IMMORAL?
f) ... Prostitution?

Yes	1
No	2
DNK/Refusal	9

PC2G

PC2. Do you consider the following behaviour as IMMORAL?
g) ... Extra-marital affairs?

Yes	1
No	2
DNK/Refusal	9

PC2H

PC2. Do you consider the following behaviour as IMMORAL?
h) ... Blasphemy?

Yes	1
No	2
DNK/Refusal	9

PC2I

PC2. Do you consider the following behaviour as IMMORAL?
i) ... Homosexuality?

Yes	1
No	2
DNK/Refusal	9

PC2J

PC2. Do you consider the following behaviour as IMMORAL?
j) ... Abortion?

Yes	1
No	2
DNK/Refusal	9

PC2K

PC2. Do you consider the following behaviour as IMMORAL?
k) ... Divorce?

Yes 1
No 2
DNK/Refusal 9
