

SEXUAL HARASSMENT AND SEXUAL VIOLENCE SURVEY BACKGROUNDER

Results by Demographic Categories & Regions

Note: Important differences are highlighted by green circles (if the result is notably higher than other groups in neighbouring columns) or red rectangles (if the result is notably lower than other groups in neighbouring columns).

Q1. Which of the following do you believe are examples of sexual harassment or sexual violence?
[MULTIPLE RESPONSE]

	Total (n=1,001)	Gender		Age Group		
		Men (n=485)	Women (n=514)	18 to 34 (n=278)	35 to 54 (n=372)	55+ (n=351)
Threatening to rape someone	92%	90%	94%	89%	90%	96%
Attempting sexual activity with someone who is incapacitated / intoxicated	91%	89%	93%	85%	89%	96%
Sharing intimate photos or videos of someone without their permission	88%	86%	90%	83%	87%	94%
Making comments about someone's buttock, breast, or penis size	83%	81%	84%	76%	83%	88%
Stalking or cyber stalking	82%	81%	83%	77%	76%	92%
Commenting on sex life	56%	56%	56%	50%	52%	64%
Asking someone out on a date more than once after being told no	47%	48%	47%	43%	44%	55%
Greeting someone and telling them they look nice today	5%	8%	4%	7%	5%	4%
None of these	1%	1%	1%	2%	2%	<1%
Don't know	1%	1%	<1%	<1%	2%	1%
Prefer not to answer	1%	2%	1%	2%	2%	1%

	Total (n=1,001)	Age Group by Gender					
		Men 18 to 34 (n=139)	Men 35 to 54 (n=182)	Men 55+ (n=164)	Women 18 to 34 (n=139)	Women 35 to 54 (n=188)	Women 55+ (n=187)
Threatening to rape someone	92%	83%	91%	95%	95%	89%	97%
Attempting sexual activity with someone who is incapacitated / intoxicated	91%	80%	89%	95%	91%	90%	97%
Sharing intimate photos or videos of someone without their permission	88%	77%	86%	94%	89%	87%	94%
Making comments about someone's buttock, breast, or penis size	83%	72%	81%	89%	79%	85%	87%
Stalking or cyber stalking	82%	71%	77%	93%	82%	75%	90%
Commenting on sex life	56%	52%	51%	63%	49%	52%	65%
Asking someone out on a date more than once after being told no	47%	43%	43%	57%	42%	45%	53%
Greeting someone and telling them they look nice today	5%	12%	7%	5%	3%	4%	4%
None of these	1%	2%	2%	--	2%	2%	1%
Don't know	1%	1%	2%	1%	--	1%	--
Prefer not to answer	1%	4%	1%	1%	1%	2%	1%

	Total (n=1,001)	Region					
		AB (n=106)	BC (n=135)	MB/SK (n=65)	Atlantic (n=72)	ON (n=383)	QC (n=240)
Threatening to rape someone	92%	96%	91%	87%	97%	92%	90%
Attempting sexual activity with someone who is incapacitated / intoxicated	91%	89%	90%	92%	97%	91%	89%
Sharing intimate photos or videos of someone without their permission	88%	89%	86%	85%	95%	91%	83%
Making comments about someone's buttock, breast, or penis size	83%	85%	81%	80%	91%	85%	77%
Stalking or cyber stalking	82%	77%	86%	84%	85%	80%	83%
Commenting on sex life	56%	58%	58%	53%	67%	59%	46%
Asking someone out on a date more than once after being told no	47%	41%	38%	39%	45%	50%	54%
Greeting someone and telling them they look nice today	5%	6%	7%	6%	6%	6%	4%
None of these	1%	1%	2%	--	1%	1%	1%
Don't know	1%	1%	1%	2%	--	1%	<1%
Prefer not to answer	1%	1%	2%	2%	2%	2%	1%

Q2A. There have been sexual harassment allegations made in recent weeks about several celebrities and public figures (e.g., Harvey Weinstein, Roy Moore, Kevin Spacey, Al Franken, among others). How much of an impact do you feel these allegations regarding high profile public figures will actually have in: Reducing the occurrences of sexual harassment in the workplace?

	Total (n=1,001)	Gender		Age Group		
		Men (n=485)	Women (n=514)	18 to 34 (n=278)	35 to 54 (n=372)	55+ (n=351)
Very large impact	19%	20%	17%	20%	20%	16%
Somewhat large impact	32%	32%	33%	30%	28%	38%
Somewhat small impact	32%	31%	33%	31%	34%	33%
No impact at all	9%	9%	9%	9%	11%	8%
Don't know	7%	7%	6%	8%	7%	5%
Prefer not to answer	1%	1%	1%	2%	1%	<1%

	Total (n=1,001)	Age Group by Gender					
		Men 18 to 34 (n=139)	Men 35 to 54 (n=182)	Men 55+ (n=164)	Women 18 to 34 (n=139)	Women 35 to 54 (n=188)	Women 55+ (n=187)
Very large impact	19%	22%	21%	18%	19%	18%	15%
Somewhat large impact	32%	30%	27%	40%	31%	29%	38%
Somewhat small impact	32%	27%	34%	32%	35%	33%	33%
No impact at all	9%	11%	11%	6%	6%	12%	9%
Don't know	7%	9%	6%	5%	7%	7%	5%
Prefer not to answer	1%	1%	1%	--	2%	1%	1%

	Total (n=1,001)	Region					
		AB (n=106)	BC (n=135)	MB/SK (n=65)	Atlantic (n=72)	ON (n=383)	QC (n=240)
Very large impact	19%	11%	22%	28%	19%	20%	15%
Somewhat large impact	32%	28%	29%	31%	38%	30%	39%
Somewhat small impact	32%	33%	35%	24%	27%	33%	33%
No impact at all	9%	18%	8%	13%	12%	9%	4%
Don't know	7%	8%	6%	4%	2%	7%	8%
Prefer not to answer	1%	2%	--	--	2%	1%	1%

Q2B. There have been sexual harassment allegations made in recent weeks about several celebrities and public figures (e.g., Harvey Weinstein, Roy Moore, Kevin Spacey, Al Franken, among others). How much of an impact do you feel these allegations regarding high profile public figures will actually have in: Changing attitudes towards sexual harassment in the workplace?

	Total (n=1,001)	Gender		Age Group		
		Men (n=485)	Women (n=514)	18 to 34 (n=278)	35 to 54 (n=372)	55+ (n=351)
Very large impact	19%	19%	20%	23%	18%	18%
Somewhat large impact	37%	40%	33%	35%	35%	40%
Somewhat small impact	31%	28%	34%	28%	31%	33%
No impact at all	7%	8%	7%	7%	10%	5%
Don't know	5%	5%	5%	6%	6%	3%
Prefer not to answer	1%	1%	1%	2%	1%	<1%

	Total (n=1,001)	Age Group by Gender					
		Men 18 to 34 (n=139)	Men 35 to 54 (n=182)	Men 55+ (n=164)	Women 18 to 34 (n=139)	Women 35 to 54 (n=188)	Women 55+ (n=187)
Very large impact	19%	24%	16%	17%	22%	19%	19%
Somewhat large impact	37%	35%	39%	46%	35%	30%	34%
Somewhat small impact	31%	22%	31%	30%	33%	32%	36%
No impact at all	7%	11%	8%	4%	2%	11%	6%
Don't know	5%	6%	6%	2%	5%	7%	4%
Prefer not to answer	1%	2%	1%	--	2%	1%	1%

	Total (n=1,001)	Region					
		AB (n=106)	BC (n=135)	MB/SK (n=65)	Atlantic (n=72)	ON (n=383)	QC (n=240)
Very large impact	19%	12%	22%	25%	26%	19%	19%
Somewhat large impact	37%	32%	30%	31%	42%	37%	42%
Somewhat small impact	31%	39%	34%	30%	21%	28%	33%
No impact at all	7%	12%	8%	10%	8%	9%	2%
Don't know	5%	4%	6%	4%	2%	6%	4%
Prefer not to answer	1%	1%	--	--	2%	1%	1%

Q3. #MeToo is a social media campaign aiming to raise awareness about sexual harassment and sexual violence women face on a day-to-day basis. Pictured above is European Parliament member Terry Keintke, centre, holding a sign with the hashtag #MeToo during a debate to discuss measures against sexual harassment and sexual violence in the EU. Prior to doing this survey, how aware were you of the #MeToo campaign?

	Total (n=1,001)	Gender		Age Group		
		Men (n=485)	Women (n=514)	18 to 34 (n=278)	35 to 54 (n=372)	55+ (n=351)
Very aware	21%	18%	24%	30%	20%	15%
Somewhat aware	29%	31%	28%	32%	27%	29%
Somewhat unaware	11%	12%	10%	8%	13%	10%
Not aware at all	36%	36%	36%	27%	35%	44%
Don't know	3%	3%	2%	2%	4%	1%
Prefer not to answer	1%	1%	1%	<1%	1%	1%

	Total (n=1,001)	Age Group by Gender					
		Men 18 to 34 (n=139)	Men 35 to 54 (n=182)	Men 55+ (n=164)	Women 18 to 34 (n=139)	Women 35 to 54 (n=188)	Women 55+ (n=187)
Very aware	21%	27%	17%	12%	34%	23%	17%
Somewhat aware	29%	34%	26%	34%	30%	29%	25%
Somewhat unaware	11%	8%	15%	10%	8%	11%	10%
Not aware at all	36%	28%	37%	42%	25%	33%	46%
Don't know	3%	2%	5%	1%	2%	4%	1%
Prefer not to answer	1%	1%	1%	1%	--	1%	1%

	Total (n=1,001)	Region					
		AB (n=106)	BC (n=135)	MB/SK (n=65)	Atlantic (n=72)	ON (n=383)	QC (n=240)
Very aware	21%	26%	27%	21%	30%	21%	13%
Somewhat aware	29%	27%	32%	38%	29%	33%	21%
Somewhat unaware	11%	11%	10%	7%	6%	8%	18%
Not aware at all	36%	33%	26%	32%	35%	35%	45%
Don't know	3%	3%	4%	2%	--	2%	3%
Prefer not to answer	1%	1%	1%	--	--	1%	0%

Q4. [IF AWARE OF #METOO CAMPAIGN] In your opinion, how effective has the #MeToo campaign been to raise awareness of sexual harassment and sexual violence?

	Total (n=507)	Gender		Age Group		
		Men (n=237)	Women (n=268)	18 to 34 (n=179)	35 to 54 (n=175)	55+ (n=153)
Very effective	28%	26%	30%	25%	30%	29%
Somewhat effective	56%	54%	59%	58%	50%	60%
Somewhat ineffective	8%	10%	6%	8%	9%	7%
Very ineffective	3%	5%	1%	4%	4%	<1%
Don't know	5%	6%	4%	3%	6%	4%
Prefer not to answer	<1%	--	1%	1%	<1%	--

	Total (n=507)	Age Group by Gender					
		Men 18 to 34 (n=88)	Men 35 to 54 (n=74)	Men 55+ (n=75)	Women 18 to 34 (n=91)	Women 35 to 54 (n=99)	Women 55+ (n=78)
Very effective	28%	20%	30%	27%	30%	30%	30%
Somewhat effective	56%	56%	48%	57%	60%	53%	63%
Somewhat ineffective	8%	12%	8%	10%	5%	9%	3%
Very ineffective	3%	8%	6%	1%	1%	1%	--
Don't know	5%	4%	8%	5%	2%	5%	3%
Prefer not to answer	<1%	--	--	--	1%	1%	--

	Total (n=507)	Region					
		AB (n=58)	BC (n=85)	MB/SK (n=36)	Atlantic (n=42)	ON (n=206)	QC (n=80)
Very effective	28%	30%	32%	34%	32%	20%	38%
Somewhat effective	56%	41%	51%	50%	54%	65%	54%
Somewhat ineffective	8%	14%	12%	6%	8%	7%	4%
Very ineffective	3%	9%	1%	2%	2%	3%	2%
Don't know	5%	5%	4%	9%	2%	5%	2%
Prefer not to answer	<1%	--	--	--	1%	1%	--

Q5. Which of the following viewpoints is closer to your own? [ROTATE STATEMENTS]

	Total (n=1,001)	Gender		Age Group		
		Men (n=485)	Women (n=514)	18 to 34 (n=278)	35 to 54 (n=372)	55+ (n=351)
The #MeToo campaign and high profile sexual misconduct allegations coming out will have a lasting impact in changing societal attitudes and behaviours regarding sexual harassment and sexual violence. Things are changing for the better.	40%	43%	37%	38%	36%	46%
The #MeToo campaign and high profile sexual misconduct allegations, while newsworthy now, will fade away over time and not have a lasting impact on attitudes and behaviours towards sexual harassment and sexual violence. Over time things will be the same as they were before.	35%	30%	39%	39%	37%	29%
Don't know	24%	26%	22%	20%	26%	24%
Prefer not to answer	2%	1%	2%	3%	1%	1%

	Total (n=1,001)	Age Group by Gender					
		Men 18 to 34 (n=139)	Men 35 to 54 (n=182)	Men 55+ (n=164)	Women 18 to 34 (n=139)	Women 35 to 54 (n=188)	Women 55+ (n=187)
The #MeToo campaign and high profile sexual misconduct allegations coming out will have a lasting impact in changing societal attitudes and behaviours regarding sexual harassment and sexual violence. Things are changing for the better.	40%	40%	38%	49%	35%	34%	43%
The #MeToo campaign and high profile sexual misconduct allegations, while newsworthy now, will fade away over time and not have a lasting impact on attitudes and behaviours towards sexual harassment and sexual violence. Over time things will be the same as they were before.	35%	35%	31%	26%	44%	43%	33%
Don't know	24%	22%	30%	25%	18%	22%	23%
Prefer not to answer	2%	3%	1%	--	3%	2%	2%

	Total (n=1,001)	Region					
		AB (n=106)	BC (n=135)	MB/SK (n=65)	Atlantic (n=72)	ON (n=383)	QC (n=240)
The #MeToo campaign and high profile sexual misconduct allegations coming out will have a lasting impact in changing societal attitudes and behaviours regarding sexual harassment and sexual violence. Things are changing for the better.	40%	29%	47%	42%	51%	39%	38%
The #MeToo campaign and high profile sexual misconduct allegations, while newsworthy now, will fade away over time and not have a lasting impact on attitudes and behaviours towards sexual harassment and sexual violence. Over time things will be the same as they were before.	35%	44%	32%	26%	22%	33%	41%
Don't know	24%	24%	20%	32%	27%	25%	20%
Prefer not to answer	2%	3%	1%	--	--	2%	1%

Q6. Several high profile entertainers, such as Kevin Spacey, Bill O'Reilly, Ben Affleck, and Louis C.K., to name a few, have been accused of sexual harassment and as a consequence, have suffered professionally. When this happens, how does it affect your decision to watch one of their movies, TV shows or attend one of their concerts?

	Total (n=1,001)	Gender		Age Group		
		Men (n=485)	Women (n=514)	18 to 34 (n=278)	35 to 54 (n=372)	55+ (n=351)
More likely to watch or attend	7%	9%	6%	13%	8%	1%
Less likely to watch or attend	49%	45%	53%	45%	45%	57%
It would have no impact on my decision to watch or attend	31%	33%	29%	27%	35%	31%
Don't know	12%	12%	11%	15%	11%	9%
Prefer not to answer	1%	1%	1%	1%	1%	1%

	Total (n=1,001)	Age Group by Gender					
		Men 18 to 34 (n=139)	Men 35 to 54 (n=182)	Men 55+ (n=164)	Women 18 to 34 (n=139)	Women 35 to 54 (n=188)	Women 55+ (n=187)
More likely to watch or attend	7%	15%	10%	2%	10%	7%	1%
Less likely to watch or attend	49%	39%	43%	52%	50%	46%	61%
It would have no impact on my decision to watch or attend	31%	26%	35%	37%	27%	34%	27%
Don't know	12%	18%	11%	9%	13%	12%	9%
Prefer not to answer	1%	2%	1%	--	--	1%	2%

	Total (n=1,001)	Region					
		AB (n=106)	BC (n=135)	MB/SK (n=65)	Atlantic (n=72)	ON (n=383)	QC (n=240)
More likely to watch or attend	7%	10%	6%	4%	--	9%	6%
Less likely to watch or attend	49%	47%	59%	43%	60%	46%	48%
It would have no impact on my decision to watch or attend	31%	31%	24%	32%	30%	34%	32%
Don't know	12%	12%	10%	21%	10%	10%	12%
Prefer not to answer	1%	1%	1%	--	--	1%	1%

Methodology

These results are from a regionally-representative Canada-wide study of 1,000 online respondents conducted by NRG Research Group. The survey was pre-tested on November 27th with full fielding continuing immediately after and concluding on November 29th, 2017. NRG purchased online panel sample from Research Now, a long-established, reputable research panel provider with an extensive panel list numbering over half a million panelists in Canada. Results were weighted to reflect the actual age and gender distribution in each region.

Since the research is conducted online using panel sample, it is considered to be a non-probability sample and therefore, margins of error are not applicable. For comparison purposes only, a probability sample of a survey size of 1,000 cases with this sample plan would carry a margin of error of approximately +/- 3.1 percent, 19 times out of 20 for the total sample.