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## PUBLIC FIRMLY ENDORSES TRADITIONAL SOCIAL VALUES

By Lorne Bozinoff and Peter MacIntosh

**TORONTO, ONT.** -- Gallup Canada recently asked Canadians to assess possible social changes which might occur in upcoming years. Based on the responses to this series of questions, it is apparent that Canadians continue to adhere to a social value system which has traditionally been viewed as conservative. In general, the data generated by this Gallup Canada study mirrors the figures gleaned by a similar investigation undertaken in October 1988 by the American Gallup affiliate.

For example, Canadians were asked if they would welcome or not welcome less emphasis on money in our society. Sixty-six percent of the public said that they would welcome such a change in Canadian society, while 67% of Americans hold the same belief.

Seventy-six percent of Canadians stated that they would welcome more emphasis on self-expression in Canadian society, while 15% declared that they would not welcome this change and another 9% don't know. Self-expression has long been viewed as a virtue in Canada's liberal democratic political and social system. It is interesting that older Canadians are less inclined to welcome more emphasis on self-expression in Canadian society. Sixty-five percent of citizens 65 years of age or older would welcome this change, while fully 80% of people in the 18-29 year age group would welcome increased emphasis on self-expression.

Only 36% of Canadians would welcome more acceptance of sexual freedom in the country, while 53% would not welcome this change. In the United States only 22% would welcome more acceptance of sexual freedom. A wide discrepancy exists in Canada when this data is examined by age groupings. While only 11% of Canadians 65 years of age and older would welcome more acceptance of sexual freedom in Canada, this figure rises to more than one-half (52%) of the public in the 18-29 year age cohort. Roman Catholics (43%)

would also welcome more sexual freedom to a greater degree than Protestants (24%) in Canada.

Both Canadians and Americans firmly endorse the idea of placing more emphasis in their respective societies on traditional family ties. Ninety-four percent of Canadian and American respondents welcome increased emphasis on these traditional family ties. Only 2% of Canadians would not welcome this possible evolution in society.

Similarly, Canadians and Americans are both unanimous in welcoming increased respect for authority. Eighty-eight percent of Canadians endorse this possible change in society, while 89% of the American population adopt a similar attitude. Further, 29% of Canadians would welcome less emphasis on working hard, while 24% of Americans endorse this viewpoint. Sixty-four percent of Canadians would not welcome this change in society, while another 8% have no opinion on the question.

Finally, only 9% of Canadians would welcome more acceptance of marijuana usage in the country, while 85% would not welcome this change. Eight percent of American respondents would welcome more tolerance towards marijuana in their society. A significant age distinction is apparent in the Canadian data set, as some 15% of 18-29 year old Canadian citizens would endorse more acceptance of marijuana usage in their society, while this figure drops to less than 1% of Canadians 65 years of age or older.

Today's results are based on 1,021 personal interviews with adults, 18 years and over, conducted January 4-7, 1989. A sample of this size is accurate within a four percentage point margin, 19 in 20 times.

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The question asked was:

*'Here are some social changes which might occur in coming years. Would you welcome these or not welcome them?'*

**Attitudes Concerning Social Changes**

	<u>Wel- come</u>	<u>Not Wel- come</u>	<u>No Opinion</u>
<b>Less emphasis on money:</b>			
Canada	66%	25%	9%
U.S./88	67	23	10
<b>More emphasis on self-expression:</b>			
Canada	76	15	9
U.S./88	73	14	13
<b>More acceptance of sexual freedom:</b>			
Canada	36	53	11
U.S./88	22	68	10
<b>More emphasis on traditional family ties:</b>			
Canada	94	2	4
U.S./88	94	3	3
<b>More respect for authority:</b>			
Canada	88	7	5
U.S./88	89	7	4
<b>Less emphasis on working hard:</b>			
Canada	29	64	8
U.S./88	24	70	6
<b>More acceptance of marijuana usage:</b>			
Canada	9	85	6
U.S./88	8	87	5

**More Emphasis on Self Expression**

	<u>Would Wel- come</u>	<u>Would Not Wel- come</u>	<u>No Opinion</u>
<b>National</b>	76%	15%	9%
<b>Age:</b>			
18-29	80	12	8
30-39	77	12	11
40-49	77	13	10
50-64	75	16	9
65+	65	24	11

**More Acceptance of Sexual Freedom**

	<u>Would Wel- come</u>	<u>Would Not Wel- come</u>	<u>No Opinion</u>
<b>National</b>	36%	53%	11%
<b>Age:</b>			
18-29	52	36	12
30-39	42	48	10
40-49	35	53	12
50-64	26	66	8
65+	11	79	10
<b>Religious Preference:</b>			
Protestant	24	68	8
Catholic	43	44	13

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**More Acceptance of  
Marijuana Usage**

	Would Wel- come	Would Not Wel- come	No Opinion
National	9%	85%	6%
<u>Age:</u>			
18-29	15	75	10
30-39	12	80	9
40-49	6	90	4
50-64	4	94	2
65+	0	98	2

Note: Percentages may not add exactly to 100, due to rounding.

**FRENCH TRANSLATION:**

*"Voici des changements sociaux qui pourraient se produire au cours des années à venir. Les verriez-vous d'un bon oeil ou d'un mauvais oeil?"*

- *plus d'importance à l'expression individuelle*
- *moins d'importance à l'argent*
- *liberté sexuelle mieux acceptée*
- *plus d'importance aux liens familiaux traditionnels*
- *plus de respect envers l'autorité*
- *moins d'importance au travail acharné*
- *usage de la marijuana mieux accepté"*