

Canadians are twice as likely to say that they support a total handgun ownership ban in Canada than oppose one

National survey released, September 2018
Project 2018-1259A



CTV
NEWS

NANOS SURVEY

Summary

Women are more likely than men to support a total ban on handgun ownership.

Majority of Canadians say that they would support or somewhat support a total handgun ownership ban in Canada by anyone other than police and other security professionals, with women more likely to support or somewhat support the ban than men. Canadians most often say that spending more money on policing, mental health advocacy and education would be effective at reducing gun crime than introducing more criminal penalties and other criminal justice reform aimed at those who use guns to commit a crime.

- **Four in five Canadians say that recent mass shootings and other gun related events have made no difference in their willingness to go to crowded public areas** – When asked how recent mass shootings and other gun related events have effected their willingness to go to crowded public areas, eight in ten Canadians say that it has made no difference (80%), over one in ten say that it makes them less likely (14%) to go and two per cent say that it makes them more likely to go to crowded public areas. Three per cent are unsure.
- **Two in three Canadians support or somewhat support a total ban on handgun ownership by anyone other than than police and other security professionals** – Nearly half of Canadians support (48%) banning handgun ownership, with just under one in five saying they somewhat support (19%) the measure. One in ten Canadians somewhat oppose (10%) and just over two in ten oppose (21%) banning handgun ownership. Three per cent are unsure. Women are more likely to support or somewhat support (75%) a total ban of handgun ownership than men (59%).
- **Over seven in ten Canadians support or somewhat support spending more on policing, if the money was spent on combating gun crime** – Over one in three Canadians support (34%) and nearly four in ten somewhat support (38%) spending more money on policing to combat gun crime, while eleven per cent somewhat oppose and oppose the measure, respectively. Six per cent are unsure.



Summary

Most Canadians believe that more money should be spent on policing, mental health advocacy and education.

- **Nearly half of Canadians believe that more money spent on policing, mental health advocacy and education would be effective at reducing gun crime** – Nearly one in two Canadians believe that more money spent on policing, mental health advocacy and education (49%) would be more effective at reducing gun crime than introducing more criminal penalties and other criminal justice reform aimed at those who use guns to commit a crime (43%). Nine per cent were unsure.

These observations are based on a hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between August 25th and 27th, 2018 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The margin of error for a random survey of 1,000 Canadians is ± 3.1 percentage points, 19 times out of 20.

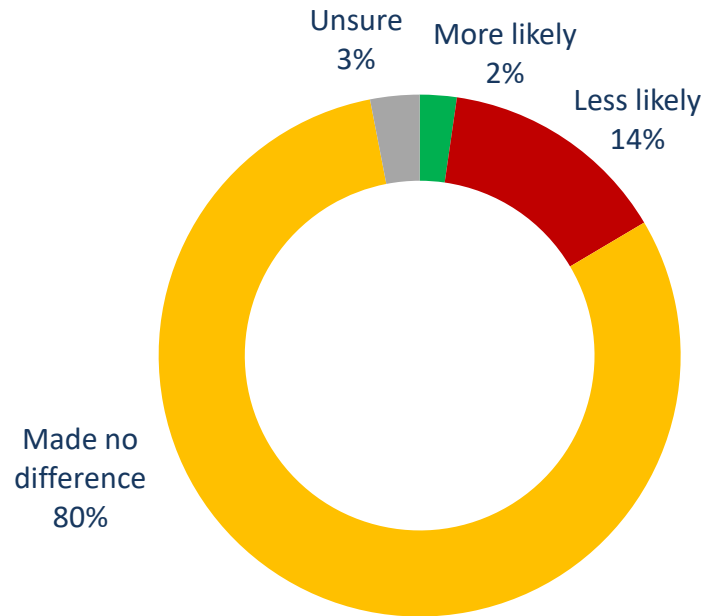
This study was commissioned by CTV News and the research was conducted by Nanos Research.



NANOS SURVEY

Mass shootings' impact on willingness to go to crowded public areas

Source: CTV News/Nanos Research, RDD dual frame hybrid telephone and online random survey, August 25th to 27th, 2018, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



Subgroups	Made no difference
Atlantic (n=100)	74.4%
Quebec (n=250)	79.9%
Ontario (n=300)	76.7%
Prairies (n=200)	85.2%
British Columbia (n=150)	86.8%
Male (n=536)	84.3%
Female (n=464)	76.7%
18 to 34 (n=215)	84.2%
35 to 54 (n=332)	80.4%
55 plus (n=453)	77.9%

*Weighted to the true population proportion.

***Note:** Charts may not add up to 100 due to rounding

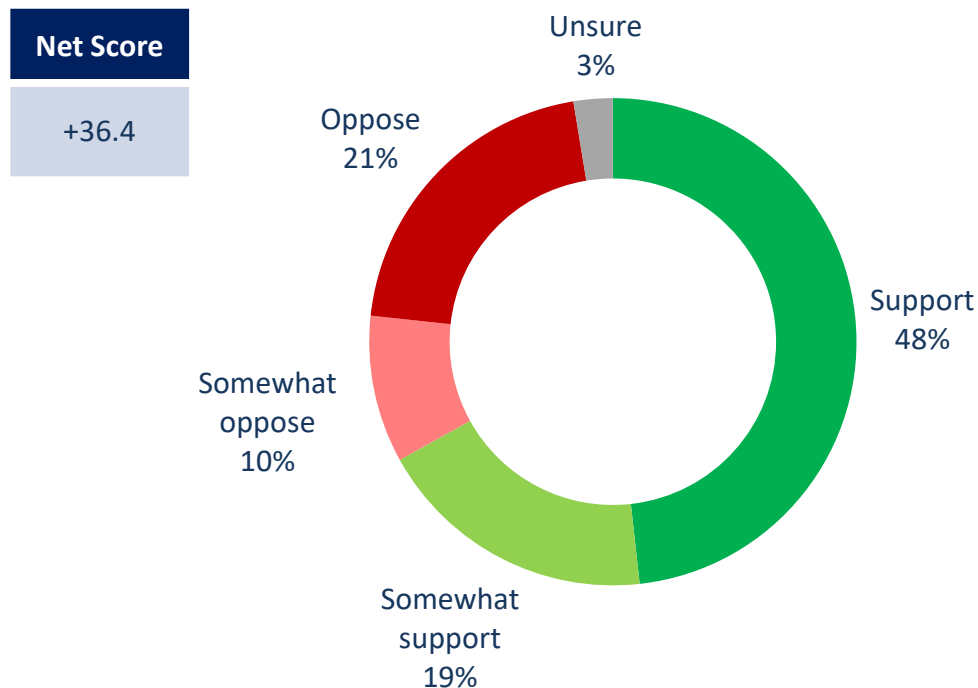
QUESTION – Have recent mass shootings and other gun related events in Canada made you more likely, less likely, or have they made no difference in your willingness to go to crowded public areas?



NANOS SURVEY

Level of support for a total ban on handgun ownership

Source: CTV News/Nanos Research, RDD dual frame hybrid telephone and online random survey, August 25th to 27th, 2018, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



Subgroups	Support/ Somewhat support
Atlantic (n=100)	65.8%
Quebec (n=250)	77.4%
Ontario (n=300)	67.3%
Prairies (n=200)	54.8%
British Columbia (n=150)	65.9%
Male (n=536)	59.1%
Female (n=464)	74.5%
18 to 34 (n=215)	64.0%
35 to 54 (n=332)	65.6%
55 plus (n=453)	70.2%

*Weighted to the true population proportion.

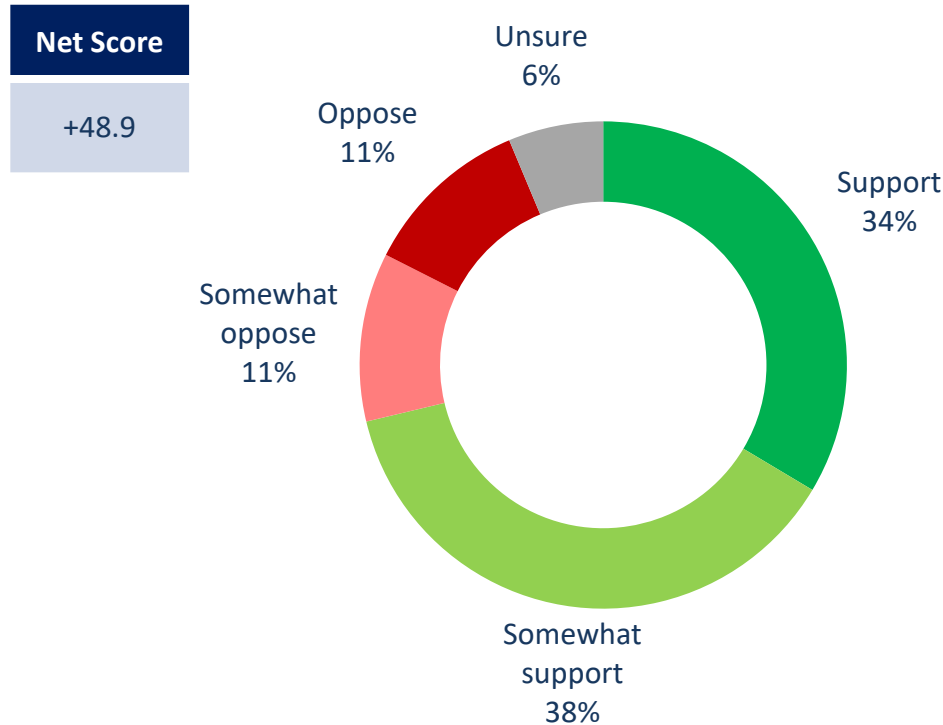
***Note: Charts may not add up to 100 due to rounding**

QUESTION – Handguns are currently restricted in Canada, would you support, somewhat support, somewhat oppose or oppose a total ban on handgun ownership by anyone other than police and other security professionals?



Level of support for spending additional money on combating gun crime

Source: CTV News/Nanos Research, RDD dual frame hybrid telephone and online random survey, August 25th to 27th, 2018, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



Subgroups	Support/ Somewhat support
Atlantic (n=100)	69.7%
Quebec (n=250)	72.0%
Ontario (n=300)	74.2%
Prairies (n=200)	66.1%
British Columbia (n=150)	72.1%
Male (n=536)	68.8%
Female (n=464)	73.6%
18 to 34 (n=215)	69.1%
35 to 54 (n=332)	69.6%
55 plus (n=453)	74.1%

*Weighted to the true population proportion.

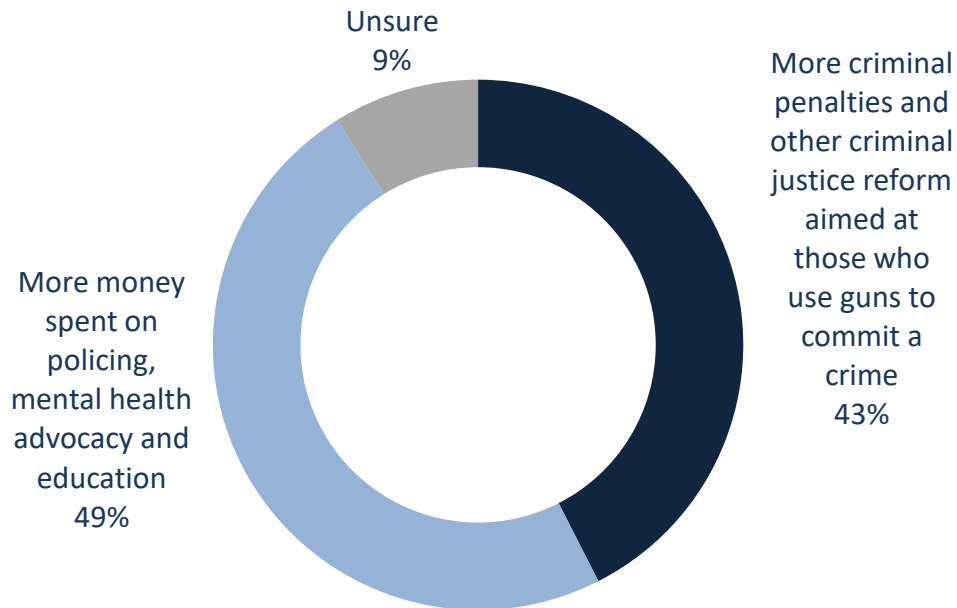
***Note: Charts may not add up to 100 due to rounding**

QUESTION – The Mayor of Toronto has asked for more money to combat gun violence, would you support, somewhat support, somewhat oppose or oppose spending more on policing if the additional money was spent solely on combating gun crime?



Effective way of reducing gun crimes

Source: CTV News/Nanos Research, RDD dual frame hybrid telephone and online random survey, August 25th to 27th, 2018, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



***Note:** Charts may not add up to 100 due to rounding

Subgroups	More money spent on policing, mental health advocacy and education
Atlantic (n=100)	44.8%
Quebec (n=250)	54.1%
Ontario (n=300)	49.8%
Prairies (n=200)	42.6%
British Columbia (n=150)	47.5%
Male (n=536)	43.2%
Female (n=464)	53.8%
18 to 34 (n=215)	57.6%
35 to 54 (n=332)	47.0%
55 plus (n=453)	43.7%

***Weighted** to the true population proportion.

QUESTION – Which of the following would be more effective at reducing gun crimes? [ROTATE]

Methodology

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between August 25th and 27th, 2018 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The sample included both land- and cell-lines across Canada. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Canada.

Individuals randomly called using random digit dialling with a maximum of five call backs.

The margin of error for a random survey of 1,000 Canadians is ± 3.1 percentage points, 19 times out of 20.

This study was commissioned by CTV News and the research was conducted by Nanos Research.

Note: Charts may not add up to 100 due to rounding.

Technical Note

Element	Description	Element	Description
Organization who commissioned the research	CTV	Weighting of Data	The results were weighted by age and gender using the latest Census information (2016) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure
Final Sample Size	1,000 Randomly selected individuals.	Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.
Margin of Error	±3.1 percentage points, 19 times out of 20.	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell line could not participate.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey	Stratification	By age and gender using the latest Census information (2014) and the sample is geographically stratified to be representative of Canada. Smaller areas such as Atlantic Canada were marginally oversampled to allow for a minimum regional sample.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.	Estimated Response Rate	11 percent, consistent with industry norms.
Demographics (Captured)	Atlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 18 years and older. Six digit postal code was used to validate geography.	Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Demographics (Other)	Age, gender, education, income	Question Content	This was module two of an omnibus survey. The previous module was about potential issues of national concern. This is report one of two, the second report is about racial diversity.
Fieldwork/Validation	Live interviews with live supervision to validate work as per the MRIA Code of Conduct	Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Number of Calls/	Maximum of five call backs.	Survey Company	Nanos Research
Time of Calls	Individuals were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.	Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanos.co Telephone:(613) 234-4666 ext. Email: info@nanosresearch.com.
Field Dates	August 25 th to 27 th , 2018		
Language of Survey	The survey was conducted in both English and French.		
Standards	This report meets the standards set forth by the MRIA which can be found here: https://mria-arim.ca/polling		

About Nanos

Nanos is one of North America's most trusted research and strategy organizations. Our team of professionals is regularly called upon by senior executives to deliver superior intelligence and market advantage whether it be helping to chart a path forward, managing a reputation or brand risk or understanding the trends that drive success. Services range from traditional telephone surveys, through to elite in-depth interviews, online research and focus groups. Nanos clients range from Fortune 500 companies through to leading advocacy groups interested in understanding and shaping the public landscape. Whether it is understanding your brand or reputation, customer needs and satisfaction, engaging employees or testing new ads or products, Nanos provides insight you can trust.



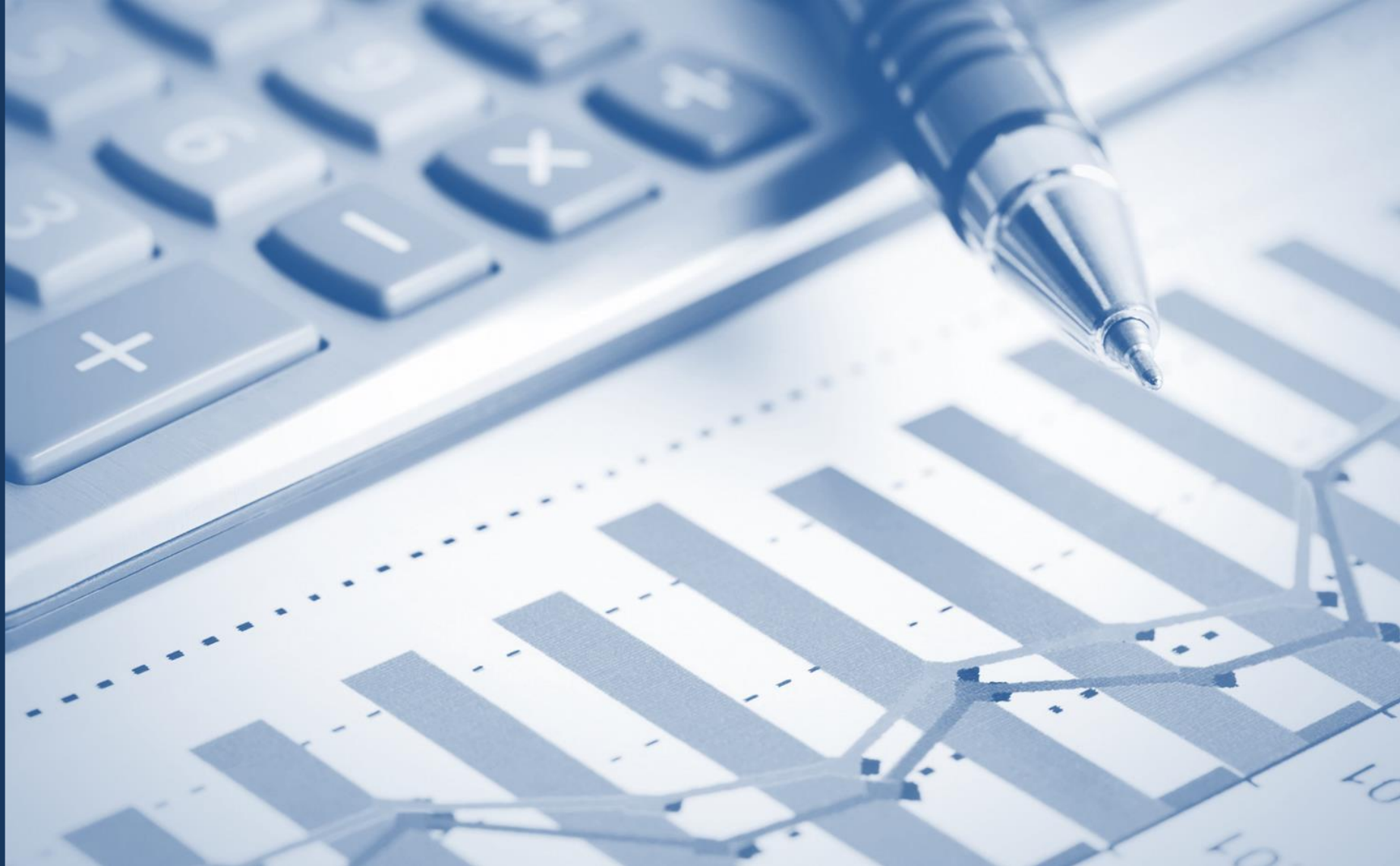
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Tabulations



2018-1259 – CTV/Nanos Survey – August – Gun violence - STAT SHEET

			Region						Gender		Age		
			Canada 2018-08	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Have recent mass shootings and other gun related events in Canada made you more likely, less likely, or have they made no difference in your willingness to go to crowded public areas?	Total	Unwgt N	1000	100	250	300	200	150	536	464	215	332	453
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	More likely	%	2.3	1.2	4.6	0.7	2.6	1.9	2.3	2.3	1.5	1.3	3.7
	Less likely	%	14.2	18.8	12.0	20.1	8.8	10.2	11.3	17.0	11.6	15.4	15.0
	Made no difference	%	80.5	74.4	79.9	76.7	85.2	86.8	84.3	76.7	84.2	80.4	77.9
	Unsure	%	3.0	5.6	3.5	2.5	3.4	1.1	2.1	3.9	2.7	2.9	3.5

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between August 25th and August 27th, 2017. The margin of error for a random survey of 1,000 Canadians is ± 3.1 percentage points, 19 times out of 20.

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			Region						Gender		Age		
			Canada 2018-08	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Handguns are currently restricted in Canada, would you support, somewhat support, somewhat oppose or oppose a total ban on handgun ownership by anyone other than police and other security professionals?	Total	Unwgt N	1000	100	250	300	200	150	536	464	215	332	453
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Support	%	48.2	47.4	50.4	53.5	35.5	51.7	40.1	56.1	42.5	46.6	53.7
	Somewhat support	%	18.7	18.4	27.0	13.8	19.3	14.2	19.0	18.4	21.5	19.0	16.5
	Somewhat oppose	%	9.8	8.9	10.6	10.1	8.7	9.7	9.8	9.8	9.6	10.5	9.3
	Oppose	%	20.7	22.4	11.8	21.0	30.4	20.9	29.4	12.3	22.9	21.8	18.1
	Unsure	%	2.6	2.9	0.2	1.6	6.1	3.6	1.7	3.4	3.5	2.1	2.4

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			Region						Gender		Age		
			Canada 2018-08	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - The Mayor of Toronto has asked for more money to combat gun violence, would you support, somewhat support, somewhat oppose or oppose spending more on policing if the additional money was spent solely on combating gun crime?	Total	Unwgt N	1000	100	250	300	200	150	536	464	215	332	453
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Support	%	33.6	34.0	30.6	37.4	30.7	34.3	32.6	34.5	31.0	31.7	36.9
	Somewhat support	%	37.7	35.7	41.4	36.8	35.4	37.8	36.2	39.1	38.1	37.9	37.2
	Somewhat oppose	%	11.2	12.4	13.4	10.3	11.1	8.7	11.8	10.6	11.6	11.5	10.7
	Oppose	%	11.2	11.0	8.7	10.5	15.0	12.0	14.2	8.4	10.5	11.8	11.2
	Unsure	%	6.3	6.9	5.8	5.0	7.9	7.2	5.3	7.3	8.7	7.1	3.9

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			Region						Gender		Age		
			Canada 2018-08	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Which of the following would be more effective at reducing gun crimes? [ROTATE]	Total	Unwgt N	1000	100	250	300	200	150	536	464	215	332	453
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	More criminal penalties and other criminal justice reform aimed at those who use guns to commit a crime	%	42.5	45.3	38.4	42.7	48.7	38.7	47.6	37.6	31.8	45.4	47.4
	More money spent on policing, mental health advocacy and education	%	48.6	44.8	54.1	49.8	42.6	47.5	43.2	53.8	57.6	47.0	43.7
	Unsure	%	8.9	9.9	7.4	7.5	8.7	13.8	9.2	8.6	10.6	7.6	8.9

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between August 25th and August 27th, 2017. The margin of error for a random survey of 1,000 Canadians is ± 3.1 percentage points, 19 times out of 20.