

The Handgun Debate Settled:

Canadians Believe Criminals with Smuggled Handguns from United States (80%) Not Stolen From or Used By Vetted and Licensed Handgun Owners (20%) are at Root of Community Handgun Shootings, Wounding's, and Killings

When politicians say they're cracking down on vetted and licensed handgun owners to stop gun violence in communities, it's just smoke and mirrors (71%)

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A DART & Maru/Blue

Voice Canada Poll

*This public opinion survey is branded as the **DART & Maru/Blue** Voice Canada Poll. Both firms are non-partisan and comprised of well-known national veteran survey/research professionals who have worked together for decades.*

*Once released into the public domain, findings contained herein may be used with source attribution given to the **DART & Maru/Blue** Poll. Descriptions of the findings, methodology and contact persons are provided in this release – with a full set of detailed tables with questions found for easy download at <http://www.dartincom.ca/polls/> A description of **DART & Maru/Blue** Voice Canada Poll can also be found in this release.*

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October 3, 2019 – A new national poll released today finds that when Canadians hear of others being shot, wounded or killed nowadays, eight in ten (80%) believe the acts are mainly committed by gangs or other types of criminals with handguns smuggled into the country from over the United States border and *not* from guns that have been stolen from or used by vetted and licensed handgun owners (20%.)

The **DART & Maru/Blue Voice Canada** poll also finds that the ratio among Canadians is virtually identical in the belief that if our politicians are going to fight gun violence in communities they should channel most of their efforts in pursuing those using handguns smuggled in from over the border (81%) as opposed to cracking down on vetted and licensed handgun owners (19%.)

In fact, the poll suggests that when it comes to politicians indicating that they're cracking down on vetted and licensed handgun owners to stop gun violence in communities, a full majority (71%) believe *it's just smoke and mirrors and pretending to get at the real contributors to gun violence and crimes so they can get votes.*

This contrasts with just three in ten (29%) who believe that when politicians say such things they're doing *absolutely the right thing in focussing their efforts on vetted and licensed handgun owners because they're legitimate contributors to gun violence and crimes.*

The national public opinion survey was conducted among 1,520 randomly selected Canadian adults who are members of Maru/Blue's Online panel on September 30, 2019. The sample has been made representative of the entire adult population of Canada. The precision of the **DART & Maru/Blue Voice Canada Poll** is considered accurate to within +/- 2.9 percentage points, 19 times out of 20, had all Canadian adults been polled.

Eight in ten (80%) believe the shootings are mainly committed by gangs or criminals with handguns smuggled into the country...

Those most likely to believe that the *gun violence and shootings are mainly committed by gangs or criminals with handguns smuggled into the country from across the border* (80%) are from Ontario (87%), followed by those from British Columbia (83%), Alberta (81%), Atlantic Canada (79%), Manitoba/Saskatchewan (73%) and Québec (69%.) With the exception of older Canadians (55+84%) who are more likely to believe this proposition, there are no other socioeconomic and demographic differences in the results.

This compares with those who are most likely to think that the *gun violence comes mainly from guns that have been stolen from or used by vetted and licensed handgun owners* (20%) residing in Québec (31%), followed by those from Manitoba/Saskatchewan (27%), Atlantic Canada (21%), Alberta (19%), British Columbia (17%) and Ontario (13%.) Those who are the youngest Canadians (aged 18-34 27%), and those who are highest educated (University +26%) separate themselves from the remainder of those who are not differentiated by any of the socioeconomic and demographic descriptors.

As many (81%) believe politicians fighting gun violence should channel their efforts into pursuing smuggled handguns as opposed to cracking down on vetted and licensed handgun owners (19%) ...

The poll also finds that eight in ten (81%) Canadians believe that if our politicians are going to fight gun violence in communities they *should channel most of their efforts into pursuing those using handguns smuggled in from over the border (81%) as opposed to cracking down on vetted and licensed handgun owners (19%).*

Those most likely to believe that politicians *should be channeling most of their efforts into pursuing those using handguns smuggled in from over the border (81%)* hail from Ontario (87%), followed by those from British Columbia (86%), Atlantic Canada (79%), Alberta/Manitoba/Saskatchewan (82%) and Québec (71%). Older Canadians (55+ 87%) are most harbor this belief compared to their fellow Canadians.

Those who believe in the alternate – that if politicians are going to fight gun violence in communities they should spend their time *cracking down on vetted and licensed handgun owners (19%)* – are most likely to reside in Québec (29%), followed by those from Atlantic Canada (21%), Alberta/Manitoba/Saskatchewan (18%), British Columbia (14%) and Ontario (13%). Youngest of Canadians (18-34 28%) are those who are most likely among all other Canadians to share this perspective.

When politicians indicate they're cracking down on vetted and licensed handgun owners to stop gun violence in communities, a full majority (71%) believe it's just smoke and mirrors...

Canadians are a cynical lot when they hear politicians indicating that they're cracking down on vetted and licensed handgun owners to stop gun violence in communities: a full majority (71%) believe *it's just smoke and mirrors and pretending to get at the real contributors to gun violence and crimes so they can get votes.* Those most likely to believe this are from Manitoba/Saskatchewan (82%), followed

by those from British Columbia (76%), Alberta (75%), Ontario and Atlantic Canada (73%), and Québec (61%.) Demographically, older Canadians (55+ 76%) and those who are lower educated (76%) share this view the most.

This contrasts with just three in ten (29%) who believe that when politicians say such things they're doing *absolutely the right thing in focussing their efforts on vetted and licensed handgun owners* because they're *legitimate contributors to gun violence and crimes*. Those most likely to believe this are from Québec (39%), followed by those from Atlantic Canada and Ontario (27%), Alberta (25%), British Columbia (24%), and Manitoba/Saskatchewan (18%.) From demographic perspective, those most likely to feel this way are the youngest Canadians (aged 18-34 38%) and those who are highest educated (37%.)

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Methodology

*These are some of the topline findings of a **DART & Maru/Blue Voice Canada** conducted for Sun Publishing/Postmedia created and analyzed under the direction of veteran pollster John Wright, who is a Partner of **DART C-Suite Communicators**. Data was collected by Canada's national survey sample research provider **Maru/Blue** using their **Voice Canada** Omni Online curated panel.*

*The survey was conducted among 1,520 randomly selected Canadian adults who are members of **Maru/Blue's** Online panel on September 30, 2019. Respondents could opt in for either official language. The results have been weighted by education, age, gender, and region to match the population, according to Census data. This is to ensure the sample is representative of the entire adult population of Canada. Reporting of results from Prince Edward Island, Nunavut and both the Yukon and Northwest Territories is excluded because of extremely small sample sizes. Discrepancies in or between totals are due to rounding. Voter intent is weighted by past vote and demographics. The precision of this **DART & Maru/Blue Voice Canada Poll** is measured using a Bayesian Credibility Interval. In this case, the poll is accurate to within +/- 2.9 percentage points, 19 times out of 20, had all Canadian adults been polled. The credibility interval will be wider among subsets of the population and individual provinces.*

Visit <http://www.dartincom.ca/polls/> for the written release and detailed tables.

For further information or commentary please contact:

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About **DART** & **Maru/Blue**

DART C-Suite Communicators is a team of high-level insight specialists and seasoned communicators who partner with the C-Suite, Executive leadership, or the Board to advance and protect crucial interests, brands, assets, and reputations requiring vital intelligence and pivotal communication strategies. Differentiated by our C-Suite peer-level bench strength, **DART C-Suite Communicators** consultants are smart, strategic thinkers who bring experienced fresh-eyes to tough communications assignments knowing the right questions to ask, the internal and external audiences to heed, and the tools and tempo to deliver actionable solutions and accountability. Together, the **DART C-Suite Communicators** team discreetly and seamlessly fills the gaps in existing resources by either doing the work needed or by providing advice and counsel. We are C-Suite confidants who bring integrity, honesty, ideation, and trustworthy sound-boarding to every assignment.

DART C-Suite Communicators is independent and not tied to any political organization. It is a partnership founded by veteran pollster **John Wright** and communications specialist **Victoria Ollers**.

DART C-Suite Communicators public releases of polling results, including detailed tables (weighted/unweighted), questions used and analysis, are provided freely at <http://www.dartincom.ca/polls/> **DART C-Suite Communicators** abides by the Canadian Research and Insights Council (CRIC) polling disclosure requirements located here: <https://canadianresearchinsightscouncil.ca/standards/por/>

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Now, as part of the **Maru Group**, we continue to provide reliable global data connections for agencies, brands, and market research firms. **Maru Springboard America**, and **Maru Voice Canada**, established more than a decade ago, are a testament to our commitment and depth of engagement. More recently we developed the **Maru Voice Business Canada** and **Springboard America Business Forum**, both an excellent source for business to business research.

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