

## Detailed Tables

### 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%)*

For Public Release October 3, 2019

These are some of the detailed tables 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 all written releases and detailed tables.

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**MARU VOICE**  
CANADA

1. As you know, there has been a lot of talk and media coverage about gun violence—Canadians being shot and wounded or killed. When you hear about this happening, do you think the gun violence comes mainly from guns that have been stolen from or used by vetted and licensed hand gun owners and used to commit a crime or from hand guns and that have been smuggled into Canada from over the United States border and used to commit a crime by gangs or other types of criminals?

[Grid down]  
 [Choose one]  
 [Randomize]

- Licensed handgun owners
- Guns smuggled in from over the border

|                                       | Region |     |     |       |       |          |     |          |       |        |        |
|---------------------------------------|--------|-----|-----|-------|-------|----------|-----|----------|-------|--------|--------|
|                                       | Total  | BC  | AB  | MB/SK | ON    | PQ       | ATL | ON Other | GTA   | ON 416 | ON 905 |
|                                       | A      | B   | C   | D     | G     | H        | I   | J        | K     | L      | M      |
| BASE: All Respondents                 | 1520   | 189 | 162 | 108   | 589   | 345      | 127 | 322      | 267   | 125    | 142    |
| BASE: WEIGHTED                        | 1520   | 198 | 164 | 101*  | 569   | 374      | 115 | 322      | 248   | 105    | 142    |
| Licensed handgun owners               | 309    | 34  | 31  | 27    | 75    | 117      | 24  | 44       | 31    | 13     | 18     |
|                                       | 20%    | 17% | 19% | 27%   | 13%   | 31%      | 21% | 14%      | 13%   | 13%    | 13%    |
|                                       |        |     |     | GJKLM |       | BCGIJKLM | GK  |          |       |        |        |
| Guns smuggled in from over the border | 1211   | 163 | 133 | 74    | 494   | 256      | 91  | 278      | 216   | 92     | 125    |
|                                       | 80%    | 83% | 81% | 73%   | 87%   | 69%      | 79% | 86%      | 87%   | 87%    | 87%    |
|                                       |        | H   | H   |       | DEFHI |          | H   | DEFH     | DEFHI | DEH    | DEFH   |

|                                       | Gender |      | Age    |       |       | Income |        |          | Education |            |                      | Children in Household |     |      |
|---------------------------------------|--------|------|--------|-------|-------|--------|--------|----------|-----------|------------|----------------------|-----------------------|-----|------|
|                                       | Total  | Male | Female | 18-34 | 35-54 | 55+    | <\$50K | \$50-99K | \$100K+   | HS or less | College/ Tech school | Univ+                 | Yes | No   |
|                                       | A      | N    | O      | P     | Q     | R      | S      | T        | U         | V          | W                    | X                     | a   | b    |
| BASE: All Respondents                 | 1520   | 821  | 699    | 407   | 530   | 583    | 463    | 512      | 333       | 487        | 465                  | 568                   | 419 | 1101 |
| BASE: WEIGHTED                        | 1520   | 743  | 777    | 430   | 525   | 566    | 510    | 499      | 294       | 640        | 481                  | 400                   | 410 | 1110 |
| Licensed handgun owners               | 309    | 140  | 169    | 116   | 99    | 93     | 109    | 94       | 67        | 116        | 90                   | 103                   | 84  | 225  |
|                                       | 20%    | 19%  | 22%    | 27%   | 19%   | 16%    | 21%    | 19%      | 23%       | 18%        | 19%                  | 26%                   | 20% | 20%  |
|                                       |        |      |        | QR    |       |        |        |          |           |            |                      | VW                    |     |      |
| Guns smuggled in from over the border | 1211   | 603  | 608    | 313   | 426   | 472    | 402    | 405      | 227       | 523        | 391                  | 297                   | 327 | 885  |
|                                       | 80%    | 81%  | 78%    | 73%   | 81%   | 84%    | 79%    | 81%      | 77%       | 82%        | 81%                  | 74%                   | 80% | 80%  |
|                                       |        |      |        |       | P     | P      |        |          |           | X          | X                    |                       |     |      |

2. And overall, if our politicians are going to fight gun violence in communities, where should they channel most of their efforts?

[Grid down]

[Choose one]

[Randomize]

- Cracking down on vetted and licensed handgun owners
- Pursuing those using handguns smuggled in from over the border

|                                                                | Region |     |     |       |     |          |     |          |     |        |        |
|----------------------------------------------------------------|--------|-----|-----|-------|-----|----------|-----|----------|-----|--------|--------|
|                                                                | Total  | BC  | AB  | MB/SK | ON  | PQ       | ATL | ON Other | GTA | ON 416 | ON 905 |
|                                                                | A      | B   | C   | D     | G   | H        | I   | J        | K   | L      | M      |
| BASE: All Respondents                                          | 1520   | 189 | 162 | 108   | 589 | 345      | 127 | 322      | 267 | 125    | 142    |
| BASE: WEIGHTED                                                 | 1520   | 198 | 164 | 101*  | 569 | 374      | 115 | 322      | 248 | 105    | 142    |
| Cracking down on vetted and licensed handgun owners            | 283    | 28  | 30  | 18    | 76  | 107      | 25  | 42       | 34  | 14     | 20     |
|                                                                | 19%    | 14% | 18% | 18%   | 13% | 29%      | 21% | 13%      | 14% | 14%    | 14%    |
|                                                                |        |     |     |       |     | BCDGJKLM | GJ  |          |     |        |        |
| Pursuing those using handguns smuggled in from over the border | 1237   | 169 | 133 | 83    | 493 | 267      | 90  | 280      | 213 | 91     | 123    |
|                                                                | 81%    | 86% | 82% | 82%   | 87% | 71%      | 79% | 87%      | 86% | 86%    | 86%    |
|                                                                |        | H   | H   | H     | HI  |          |     | HI       | H   | H      | H      |

|                                                                | Gender |      |        | Age   |       |     | Income |          |         | Education  |                      |       | Children in Household |      |
|----------------------------------------------------------------|--------|------|--------|-------|-------|-----|--------|----------|---------|------------|----------------------|-------|-----------------------|------|
|                                                                | Total  | Male | Female | 18-34 | 35-54 | 55+ | <\$50K | \$50-99K | \$100K+ | HS or less | College/ Tech school | Univ+ | Yes                   | No   |
|                                                                | A      | N    | O      | P     | Q     | R   | S      | T        | U       | V          | W                    | X     | a                     | b    |
| BASE: All Respondents                                          | 1520   | 821  | 699    | 407   | 530   | 583 | 463    | 512      | 333     | 487        | 465                  | 568   | 419                   | 1101 |
| BASE: WEIGHTED                                                 | 1520   | 743  | 777    | 430   | 525   | 566 | 510    | 499      | 294     | 640        | 481                  | 400   | 410                   | 1110 |
| Cracking down on vetted and licensed handgun owners            | 283    | 130  | 153    | 121   | 91    | 72  | 102    | 92       | 52      | 115        | 83                   | 85    | 86                    | 197  |
|                                                                | 19%    | 18%  | 20%    | 28%   | 17%   | 13% | 20%    | 18%      | 18%     | 18%        | 17%                  | 21%   | 21%                   | 18%  |
|                                                                |        |      |        | QR    | R     |     |        |          |         |            |                      |       |                       |      |
| Pursuing those using handguns smuggled in from over the border | 1237   | 612  | 625    | 309   | 434   | 494 | 408    | 407      | 242     | 525        | 398                  | 315   | 325                   | 912  |
|                                                                | 81%    | 82%  | 80%    | 72%   | 83%   | 87% | 80%    | 82%      | 82%     | 82%        | 83%                  | 79%   | 79%                   | 82%  |
|                                                                |        |      |        | P     | PQ    |     |        |          |         |            |                      |       |                       |      |

3. When you hear politicians say that they are cracking down on vetted and licensed handgun owners to stop gun violence in our communities, do you think they are mainly...

[Grid down]  
 [Choose one]  
 [Randomize]

- Saying something that's really just smoke and mirrors and pretending to get at the real contributors to gun violence and crimes so they can get votes
- Doing absolutely the right thing in focussing their efforts on this group because they are legitimate contributors to gun violence and crimes

|                                 | Region |     |     |       |     |           |     |          |     |         |        |
|---------------------------------|--------|-----|-----|-------|-----|-----------|-----|----------|-----|---------|--------|
|                                 | Total  | BC  | AB  | MB/SK | ON  | PQ        | ATL | ON Other | GTA | ON 416  | ON 905 |
|                                 | A      | B   | C   | D     | G   | H         | I   | J        | K   | L       | M      |
| BASE: All Respondents           | 1520   | 189 | 162 | 108   | 589 | 345       | 127 | 322      | 267 | 125     | 142    |
| BASE: WEIGHTED                  | 1520   | 198 | 164 | 101*  | 569 | 374       | 115 | 322      | 248 | 105     | 142    |
| Saying something that's really  | 1084   | 150 | 123 | 83    | 416 | 229       | 84  | 245      | 171 | 66      | 105    |
|                                 | 71%    | 76% | 75% | 82%   | 73% | 61%       | 73% | 76%      | 69% | 63%     | 73%    |
|                                 |        | HL  | HL  | HL    | HL  |           | H   | HL       |     |         | H      |
| Doing absolutely the right thin | 436    | 48  | 41  | 18    | 153 | 145       | 31  | 77       | 77  | 39      | 38     |
|                                 | 29%    | 24% | 25% | 18%   | 27% | 39%       | 27% | 24%      | 31% | 37%     | 27%    |
|                                 |        |     |     |       |     | BCDEFGIJM |     |          | D   | BCDEFGJ |        |

|                                 | Gender |      | Age    |       |       | Income |        |          | Education |            |                      | Children in Household |     |      |
|---------------------------------|--------|------|--------|-------|-------|--------|--------|----------|-----------|------------|----------------------|-----------------------|-----|------|
|                                 | Total  | Male | Female | 18-34 | 35-54 | 55+    | <\$50K | \$50-99K | \$100K+   | HS or less | College/ Tech school | Univ+                 | Yes | No   |
|                                 | A      | N    | O      | P     | Q     | R      | S      | T        | U         | V          | W                    | X                     | a   | b    |
| BASE: All Respondents           | 1520   | 821  | 699    | 407   | 530   | 583    | 463    | 512      | 333       | 487        | 465                  | 568                   | 419 | 1101 |
| BASE: WEIGHTED                  | 1520   | 743  | 777    | 430   | 525   | 566    | 510    | 499      | 294       | 640        | 481                  | 400                   | 410 | 1110 |
| Saying something that's really  | 1084   | 549  | 535    | 266   | 385   | 432    | 357    | 346      | 217       | 484        | 348                  | 253                   | 295 | 789  |
|                                 | 71%    | 74%  | 69%    | 62%   | 73%   | 76%    | 70%    | 69%      | 74%       | 76%        | 72%                  | 63%                   | 72% | 71%  |
|                                 |        |      | O      |       | P     | P      |        |          |           | X          | X                    |                       |     |      |
| Doing absolutely the right thin | 436    | 194  | 242    | 164   | 139   | 133    | 153    | 152      | 77        | 156        | 133                  | 147                   | 116 | 320  |
|                                 | 29%    | 26%  | 31%    | 38%   | 27%   | 24%    | 30%    | 31%      | 26%       | 24%        | 28%                  | 37%                   | 28% | 29%  |
|                                 |        |      |        | N     | QR    |        |        |          |           |            |                      | VW                    |     |      |

About **DART** C-Suite Communicators and 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 MRIA polling disclosure requirements.

**Maru/Blue** is a premium quality data services firm that provides reliable global data connections for brands, agencies, and market research. We create value for our clients by connecting them with expertly profiled known respondents. The result? Reliable, reproducible insights. We deliver instant access to the general population, specific markets, and your or your competitor's customers. **Maru/Blue** began disrupting the market community industry in 2000. Our market communities' broke new ground, adding depth and richness to clients' understanding of what motivates their customers and shapes their markets. Now, as part of the **Maru Group**, we continue to provide reliable global data connections for agencies, brands, and market research firms. **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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