



Survey Report



Gun Crime

National Omnibus

Date: May 22, 2025
Project: 83248-037



Methodology

How



An online survey.

Who



n=1,537 Canadians, 18+.

When



Completed between May 16th and May 18th, 2025, using Leger’s online panel.

Other



No margin of error can be associated with a non-probability sample (i.e. a web panel in this case). For comparative purposes, though, a probability sample of n=1,537 respondents would have a margin of error of $\pm 2.5\%$, 19 times out of 20.

Leger’s online panel

Leger’s online panel has more than 400,000 members nationally and has a retention rate of 90%.

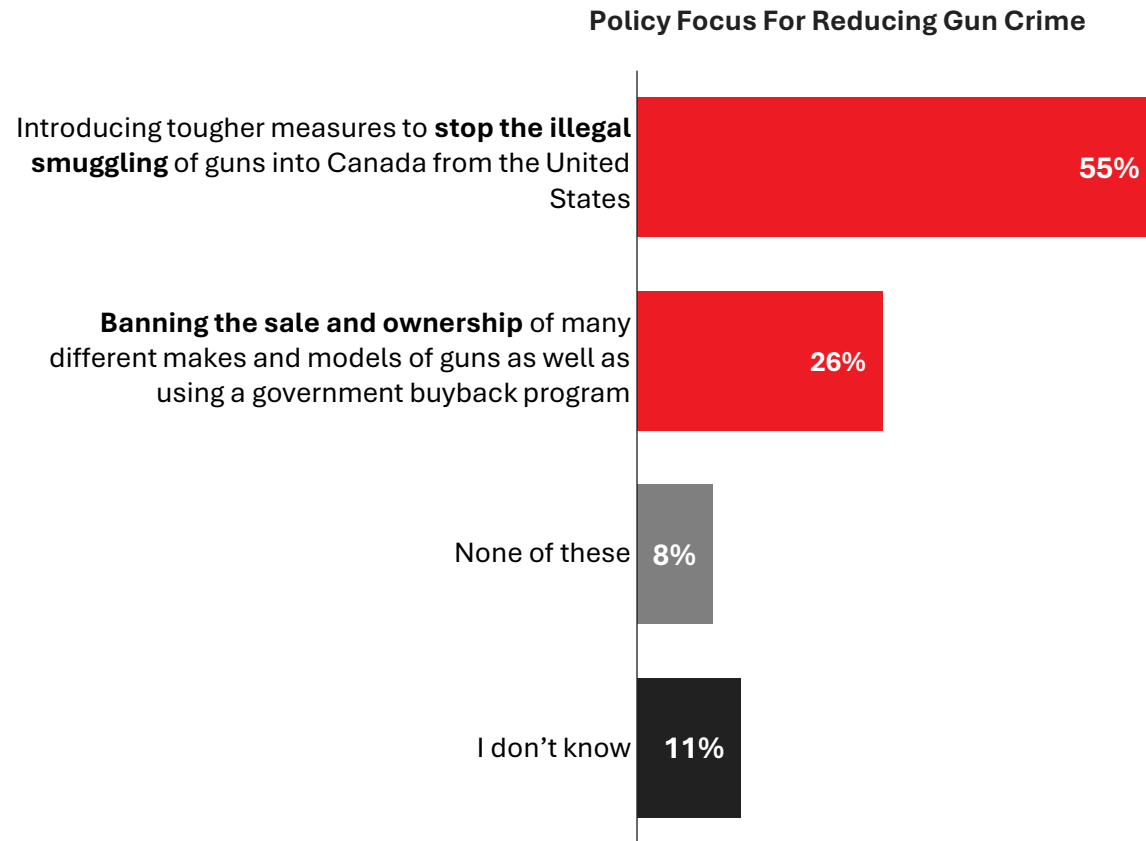
Quality control

Stringent quality assurance measures allow Leger to achieve the high-quality standards set by the company. As a result, its methods of data collection and storage outperform the norms set by WAPOR (The World Association for Public Opinion Research). These measures are applied at every stage of the project: from data collection to processing, through to analysis. We aim to answer our clients’ needs with honesty, total confidentiality, and integrity.

Leger is the largest Canadian-owned market research and analytics company, with more than 600 employees in eight Canadian and US offices. Leger has been working with prestigious clients since 1986.

Over half of Canadians (55%) believe tougher measures against the illegal smuggling of guns into Canada from the United States is the most effective policy for reducing gun crime.

However, a quarter of Canadians (26%) say banning the sale and ownership of specific firearms, by make or model, in addition to the government buyback program is the most effective policy for reducing gun crime.



Q1. In your opinion, of the two approaches outlined below, which would be the most effective policy governments should focus on to reduce gun crime in Canada? Please select the one action from the list below that you feel will have the greatest impact on reducing gun crime.

Base: All (n=1537)

White Canadians and those 35+ are more likely to view stricter policies on U.S. gun smuggling as the most effective way to reduce gun crime.

However, those 18-34, Eastern Canadians, university graduates, and BIPOC Canadians are more likely to say the most effective way to reduce gun crime is by banning the sale and ownership of specific firearms by make or model, along with the government buyback program.

| | Total | Age | | Region | | Education | | | Ethnicity | |
|--|-------|-------|------|--------|------|------------|-------|------|-----------|-------|
| | | 18-34 | 35+ | West | East | HS or less | Coll. | Uni. | White | BIPOC |
| Weighted n= | 1537 | 410 | 1127 | 484 | 1053 | 437 | 626 | 474 | 1170 | 355 |
| Unweighted n= | 1537 | 424 | 1113 | 419 | 1118 | 337 | 463 | 737 | 1157 | 367 |
| Introducing tougher measures to stop the illegal smuggling of guns into Canada from the United States | 55% | 43% | 59% | 58% | 53% | 54% | 59% | 49% | 57% | 47% |
| Banning the sale and ownership of many different makes and models of guns as well as using a government buyback program | 26% | 31% | 24% | 21% | 28% | 25% | 22% | 32% | 25% | 32% |
| None of these | 8% | 11% | 7% | 9% | 8% | 8% | 7% | 10% | 8% | 10% |
| I don't know | 11% | 15% | 10% | 12% | 11% | 12% | 12% | 9% | 11% | 12% |

Q1. In your opinion, of the two approaches outlined below, which would be the most effective policy governments should focus on to reduce gun crime in Canada? Please select the one action from the list below that you feel will have the greatest impact on reducing gun crime.

Base: All (n=1537)

Significantly higher

Our Team




Our team

The Central Canada Communications And Public Affairs Team:



Andrew Enns
Executive Vice President
aenns@leger360.com
431-808-0212



Jaismin K. Harneja
Research Director
jharneja@leger360.com
416-964-9222



Jason Routsis
Research Analyst
jroutsis@leger360.com
416-964-9222



Data-driven intelligence for a changing world.

leger360.com