



A strong majority of Canadians support or somewhat support mandatory education for students on sex trafficking.

National survey released March 2021
Submission 2021-1860

THE GLOBE AND MAIL 

 **NANOS**

Key Findings



AWARENESS OF SEX TRAFFICKING IN CANADA

A strong majority of Canadians say they are aware (88%) that sex trafficking is happening in Canada (eight per cent not aware). Awareness is higher among residents of Atlantic Canada (93%) and lower among residents of Quebec (79%).



EDUCATING STUDENTS ON SEX TRAFFICKING

Close to nine in ten Canadians are comfortable (63%) or somewhat comfortable (26%) with teachers educating students about sex trafficking. Residents of Atlantic Canada are more likely to be comfortable with this (77%) than residents of the Prairies (57%) or British Columbia (59%).



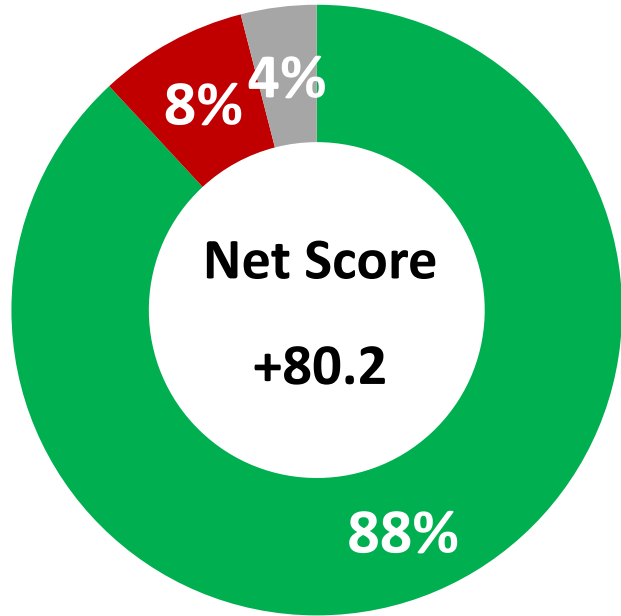
SUPPORT FOR MANDATORY EDUCATION ON SEX TRAFFICKING

A strong majority of Canadians support (49%) or somewhat support (36%) mandatory education in schools on the topic of sex trafficking, while just over eight in ten also support (47%) or somewhat support (35%) making sex trafficking education mandatory for grade seven and eight students.

Awareness of sex trafficking happening in Canada

Q

Our next few questions are about sex trafficking which involves recruiting, transporting, or holding victims to exploit them for sexual purposes. Traffickers get their victims to comply through different forms of coercion. Are you aware, or not aware that sex trafficking is happening in Canada?



■ Aware ■ Not aware ■ Unsure

Aware

	Atlantic (n=100)	Quebec (n=205)	Ontario (n=344)	Prairies (n=198)	BC (n=160)
Aware	92.8%	79.4%	91.4%	90.3%	88.5%
Men (n=546)		Women (n=461)	18-34 (n=218)	35-54 (n=374)	55 plus (n=415)
	86.7%	89.5%	87.8%	87.9%	88.5%

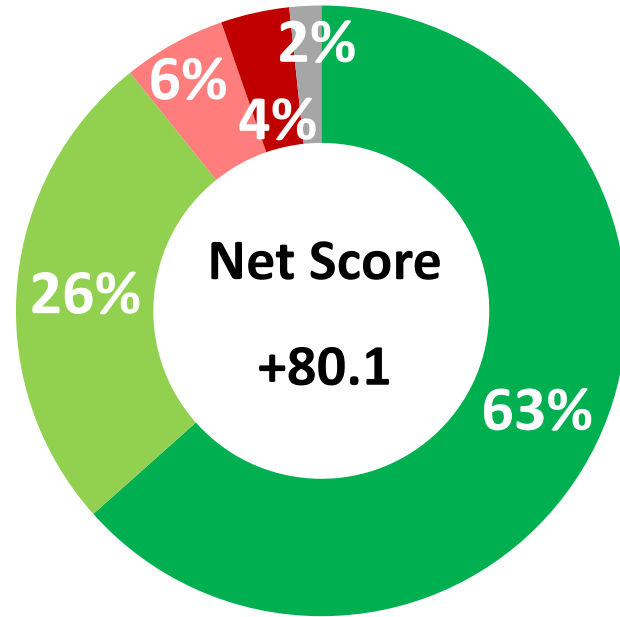
*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.
 *The net score is the difference between all positive and negative numbers in a question.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, March 27th to 30th, 2021, n=1007, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Level of comfort with students being educated on sex trafficking

Q

Are you comfortable, somewhat comfortable, somewhat not comfortable or not comfortable with teachers educating students about the topic of sex trafficking?



- Comfortable
- Somewhat comfortable
- Somewhat not comfortable
- Uncomfortable
- Unsure

*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.
 *The net score is the difference between all positive and negative numbers in a question.

Comfortable/Somewhat comfortable

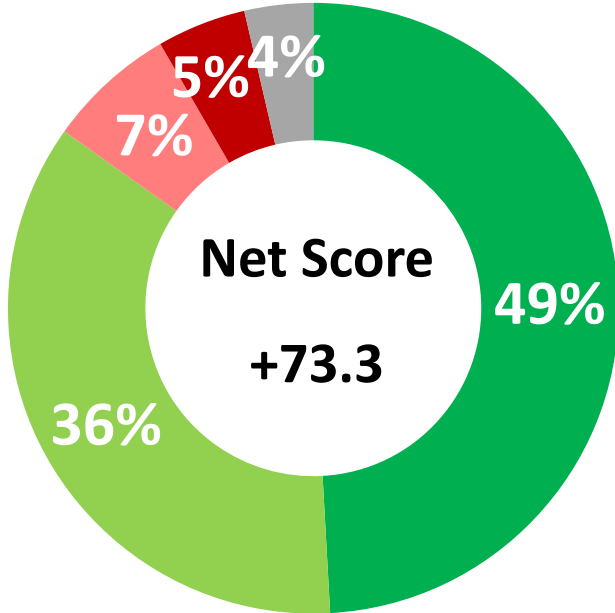
	Atlantic (n=100)	Quebec (n=205)	Ontario (n=344)	Prairies (n=198)	BC (n=160)
Comfortable/Somewhat comfortable	93.2%	93.7%	88.6%	82.8%	90.0%
Men (n=546)		Women (n=461)	18-34 (n=218)	35-54 (n=374)	55 plus (n=415)
	87.6%	90.8%	88.4%	89.5%	89.6%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, March 27th to 30th, 2021, n=1007, accurate 3.1 percentage points plus or minus, 19 times out of 20.



Support for mandatory education in schools on the topic of sex trafficking

Q Do you support, somewhat support, somewhat or oppose mandatory education in schools on the topic of sex trafficking?



■ Support
■ Somewhat support
■ Somewhat oppose
■ Oppose
■ Unsure

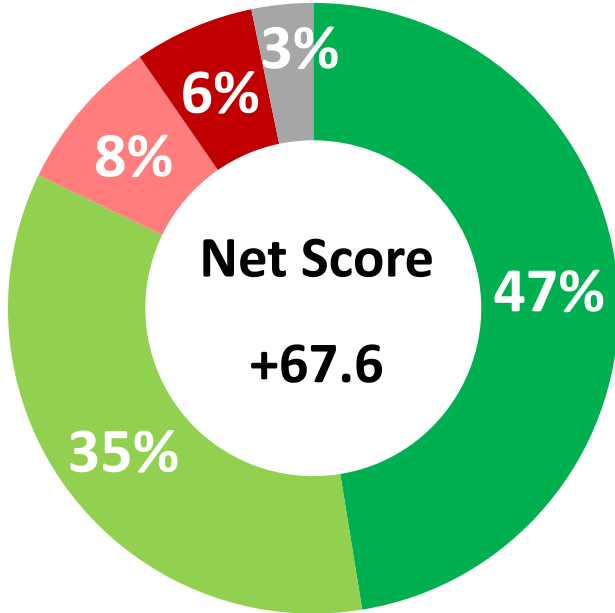
Support/Somewhat support

	Atlantic (n=100)	Quebec (n=205)	Ontario (n=344)	Prairies (n=198)	BC (n=160)
	88.8%	92.2%	84.1%	75.7%	84.7%
Men (n=546)		Women (n=461)	18-34 (n=218)	35-54 (n=374)	55 plus (n=415)
	83.1%	86.5%	82.6%	85.0%	86.3%

*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.
 *The net score is the difference between all positive and negative numbers in a question.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, March 27th to 30th, 2021, n=1007, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Support for mandatory sex trafficking education for grade seven and eight students



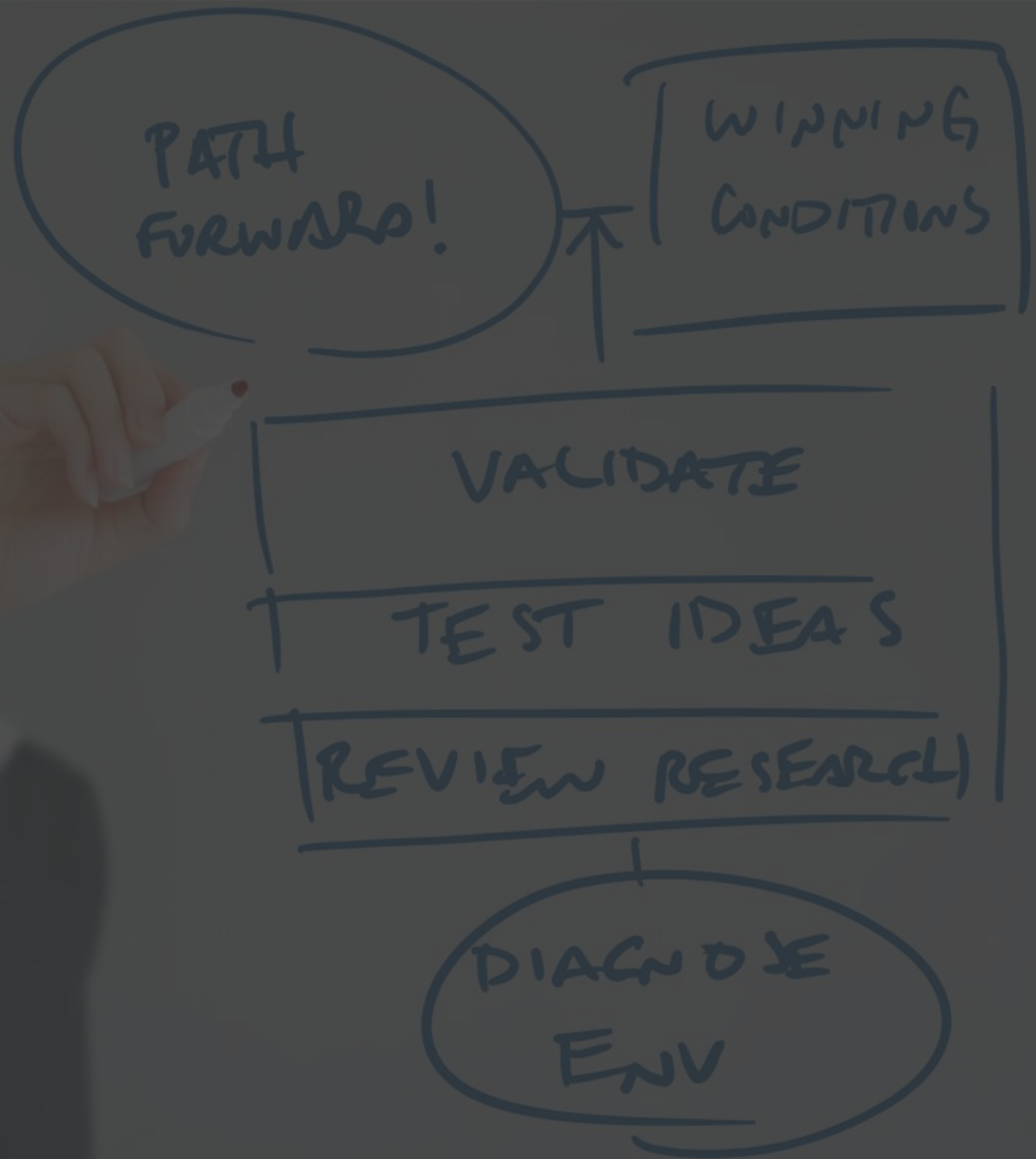
- Support
- Somewhat support
- Somewhat oppose
- Oppose
- Unsure

Q In Ontario, teachers have the option of raising the topic of sex trafficking in grades seven and eight, but it is not mandatory. Do you support, somewhat support, somewhat oppose or oppose making it mandatory for grade seven and eight students to learn about sex trafficking?

Support/Somewhat support	Atlantic (n=100)	Quebec (n=205)	Ontario (n=344)	Prairies (n=198)	BC (n=160)
	89.9%	91.8%	82.5%	70.8%	76.2%
	Men (n=546)	Women (n=461)	18-34 (n=218)	35-54 (n=374)	55 plus (n=415)
78.6%	85.7%	79.3%	82.0%	84.4%	

*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.
 *The net score is the difference between all positive and negative numbers in a question.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, March 27th to 30th, 2021, n=1007, accurate 3.1 percentage points plus or minus, 19 times out of 20.



Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,007 Canadians, 18 years of age or older, between March 27th to 30th, 2021 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 this survey is ± 3.1 percentage points, 19 times out of 20.

This study was commissioned by the Globe and Mail and the research was conducted by Nanos Research.

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

METHODOLOGY

Element	Description	Element	Description
Research sponsor	The Globe and Mail	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
Population and Final Sample Size	1007 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.
Source of Sample	Nanos Panel	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines, and individuals without internet access could not participate.
Type of Sample	Probability	Stratification	By age and gender using the latest Census information (2016) 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.
Margin of Error	±3.1 percentage points, 19 times out of 20.	Estimated Response Rate	Thirteen percent, consistent with industry norms.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey	Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.	Question Content	Topics on the omnibus ahead of the survey content included: views on political issues, views on economic issues, government deficits, China, carbon pricing and the Canadian Armed Forces.
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 Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online	Research/Data Collection Supplier	Nanos Research
Number of Calls	Maximum of five call backs to those recruited.	Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanos.co Telephone:(613) 234-4666 ext. 237 Email: info@nanosresearch.com.
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.		
Field Dates	March 27 th to 30 th , 2021.		
Language of Survey	The survey was conducted in both English and French.		
Standards	Nanos Research is a member of the Canadian Research Insights Council (CRIC) and confirms that this research fully complies with all CRIC Standards including the CRIC Public Opinion Research Standards and Disclosure Requirements. https://canadianresearchinsightscouncil.ca/standards/		



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ABOUT NANOS

A composite image with a dark, semi-transparent overlay. In the background, there is a calculator on the left, a pen in the upper right, and a bar chart with a line graph at the bottom. The overall theme is business and data analysis.

TABULATIONS

2021-1860 – Globe and Mail/Nanos Survey – March Omni – Sex trafficking – STAT SHEET

			Region						Gender		Age		
			Canada 2021-03	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Our next few questions are about sex trafficking which involves recruiting, transporting, or holding victims to exploit them for sexual purposes. Traffickers get their victims to comply through different forms of coercion. Are you aware, or not aware that sex trafficking is happening in Canada?	Total	Unwgt N	1007	100	205	344	198	160	546	461	218	374	415
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	Aware	%	88.1	92.8	79.4	91.4	90.3	88.5	86.7	89.5	87.8	87.9	88.5
	Not aware	%	7.9	4.0	15.0	4.9	6.5	7.9	8.6	7.2	8.6	8.7	6.7
	Unsure	%	4.0	3.3	5.5	3.8	3.1	3.6	4.7	3.3	3.6	3.4	4.8

			Region						Gender		Age		
			Canada 2021-03	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Are you comfortable, somewhat comfortable, somewhat not comfortable or not comfortable with teachers educating students about the topic of sex trafficking?	Total	Unwgt N	1007	100	205	344	198	160	546	461	218	374	415
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	Comfortable	%	63.4	77.0	63.1	65.9	56.9	59.0	61.8	65.0	59.3	65.0	64.9
	Somewhat comfortable	%	25.8	16.2	30.7	22.7	25.9	31.0	25.8	25.8	29.0	24.5	24.7
	Somewhat not comfortable	%	5.5	2.3	3.0	7.2	6.7	4.5	5.9	5.1	7.6	3.9	5.3
	Not comfortable	%	3.6	2.2	1.7	3.2	7.3	3.9	4.4	2.9	2.8	4.8	3.2
Unsure	%	1.7	2.3	1.5	1.0	3.2	1.6	2.1	1.3	1.2	1.9	1.8	

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid random telephone and online survey of 1,007 Canadians, 18 years of age or older, between March 27th and 30th, 2021. The margin of error for a random survey of 1,007 Canadians is ± 3.1 percentage points, 19 times out of 20.

2021-1860 – Globe and Mail/Nanos Survey – March Omni – Sex trafficking – STAT SHEET

			Region						Gender		Age		
			Canada 2021-03	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Do you support, somewhat support, somewhat or oppose mandatory education in schools on the topic of sex trafficking?	Total	Unwgt N	1007	100	205	344	198	160	546	461	218	374	415
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	Support	%	49.1	54.1	47.4	51.7	43.6	49.8	44.8	53.3	46.0	48.9	51.5
	Somewhat support	%	35.7	34.7	44.8	32.4	32.1	34.9	38.3	33.2	36.6	36.1	34.8
	Somewhat oppose	%	6.8	3.8	3.3	6.7	10.8	9.3	7.3	6.3	7.8	6.9	6.0
	Oppose	%	4.7	2.8	2.2	4.5	8.1	6.0	6.0	3.5	4.1	5.3	4.7
	Unsure	%	3.6	4.5	2.4	4.7	5.4	0.0	3.6	3.7	5.6	2.8	3.0

			Region						Gender		Age		
			Canada 2021-03	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - In Ontario, teachers have the option of raising the topic of sex trafficking in grades seven and eight, but it is not mandatory. Do you support, somewhat support, somewhat oppose or oppose making it mandatory for grade seven and eight students to learn about sex trafficking?	Total	Unwgt N	1007	100	205	344	198	160	546	461	218	374	415
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	Support	%	47.4	52.2	52.3	49.9	36.9	43.7	43.2	51.5	43.2	46.1	51.7
	Somewhat support	%	34.7	37.7	39.5	32.6	33.8	32.4	35.3	34.2	36.1	36.0	32.7
	Somewhat oppose	%	8.2	4.0	3.3	6.5	15.6	13.6	9.3	7.2	9.9	8.6	6.6
	Oppose	%	6.4	2.8	2.6	6.9	9.4	9.1	8.9	3.9	5.1	7.0	6.7
Unsure	%	3.3	3.2	2.3	4.1	4.2	1.1	3.3	3.3	5.7	2.4	2.3	

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid random telephone and online survey of 1,007 Canadians, 18 years of age or older, between March 27th and 30th, 2021. The margin of error for a random survey of 1,007 Canadians is ± 3.1 percentage points, 19 times out of 20.