

Majority uncomfortable/somewhat uncomfortable with schools not notifying parents when their child wants to go by a new preferred name or pronoun.

Nanos Research was retained by CTV News to gauge the views of Canadians on transgender issues, more specifically comfort levels with transgender people using washrooms for people of the current gender identity or taking part in organized sports for people of their current gender identity.

Additionally, questions were asked on the comfort with allowing individuals under 18 years of age to have hormone therapy for the purpose of changing a person's gender and schools not notifying parents when their child wants to go by a new preferred name or pronoun.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,071 Canadians, 18 years of age or older, between February 28<sup>th</sup> and March 2<sup>nd</sup>, 2024 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 this survey is  $\pm 3.0$  percentage points, 19 times out of 20.

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

# Key Findings

1

## SCHOOLS NOT NOTIFYING PARENTS WHEN THEIR CHILD WANTS TO GO BY A NEW PREFERRED NAME OR PRONOUN

Canadians are nearly twice as likely to report being not comfortable ([53%](#)) or somewhat not comfortable ([11%](#)) with schools not notifying parents when their child wants to go by a new preferred name or pronoun than to report being comfortable ([21%](#)) or somewhat comfortable ([12%](#)) with this.

2

## CHILDREN HAVING HORMONE THERAPY FOR THE PURPOSE OF CHANGING GENDER

More than three in five Canadians are not comfortable ([47%](#)) or somewhat not comfortable ([15%](#)) with allowing individuals under 18 years of age to have hormone therapy for the purpose of changing a person's gender. One third of Canadians report being comfortable ([17%](#)) or somewhat comfortable ([17%](#)) with this.

3

## TRANSGENDER PEOPLE PARTICIPATING IN ORGANIZED SPORTS FOR PEOPLE OF THEIR CURRENT GENDER IDENTITY

Over half of Canadians say they are not comfortable ([42%](#)) or somewhat not comfortable ([15%](#)) with a transgender person taking part in organized sports for people of their current gender identity, while just over one third are comfortable ([23%](#)) or somewhat comfortable ([14%](#)). Men ([63%](#)) are more likely than women ([51%](#)) to report being not comfortable or somewhat not comfortable with this.

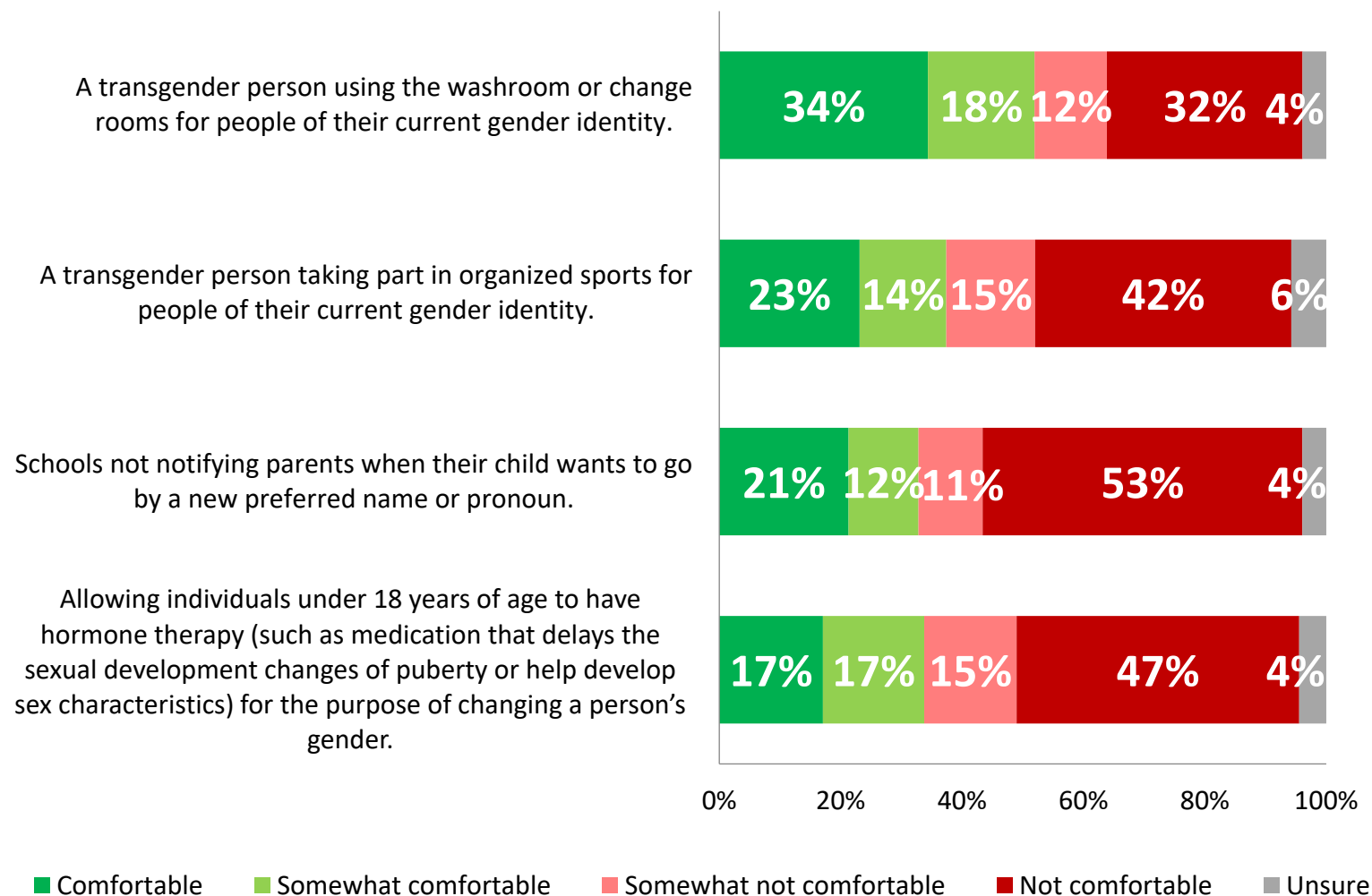
4

## TRANSGENDER PEOPLE USING WASHROOMS/CHANGE ROOMS FOR THEIR CURRENT GENDER IDENTITY

Canadians are marginally more likely to say they are comfortable ([34%](#)) or somewhat comfortable ([18%](#)) with a transgender person using the washroom or change room for people of their current gender identity, than to say they are not comfortable ([32%](#)) or somewhat not comfortable ([12%](#)). Residents of the Prairies are more likely to say they are not comfortable or somewhat not comfortable ([55%](#)) than to say they are comfortable or somewhat comfortable ([43%](#)).

Most Canadians are not comfortable or somewhat not comfortable with schools not notifying parents when their child wants to go by a new preferred name or pronoun or allowing children to have hormone therapy for the purpose of changing a person's gender.

## Agreement with statements

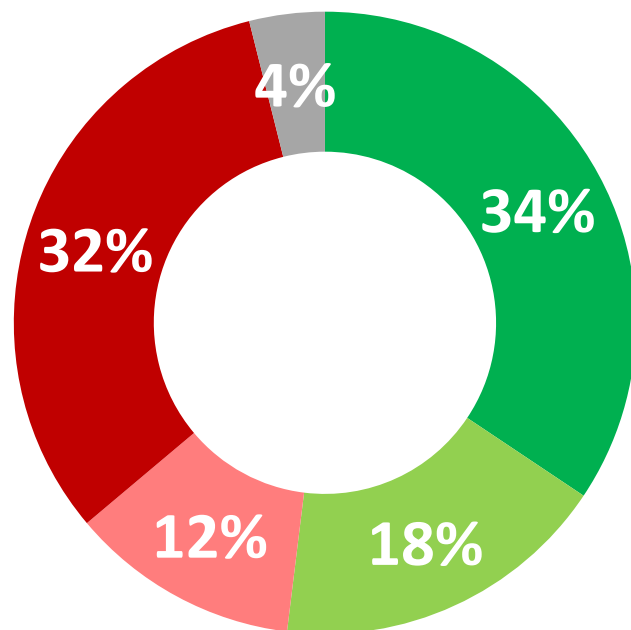


\*Weighted to the true population proportion.

\*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February 28<sup>th</sup> to March 2<sup>nd</sup>, 2024, n=1071 Canadians, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Q – Are you comfortable, somewhat comfortable, somewhat not comfortable or not comfortable with the following scenarios: [RANDOMIZE]



- Comfortable
- Somewhat comfortable
- Somewhat not comfortable
- Not comfortable
- Unsure

\*Weighted to the true population proportion.  
\*Charts may not add up to 100 due to rounding.

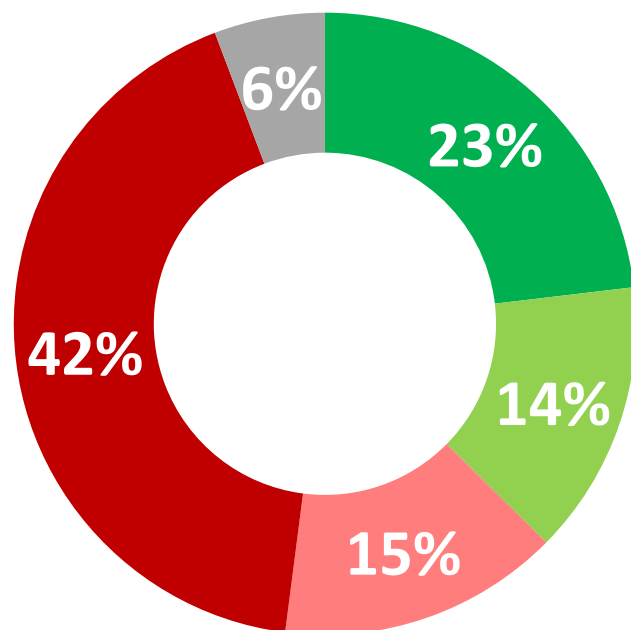
# Comfort with a transgender people using washrooms or change rooms for people of their current gender identity

Comfortable/somewhat comfortable	Atlantic (n=102)	Quebec (n=252)	Ontario (n=344)	Prairies (n=216)	BC (n=157)
	53.8%	63.7%	49.7%	42.7%	49.6%
Not comfortable/somewhat not comfortable	Men (n=552)	Women (n=517)	18 to 34 (n=196)	35 to 54 (n=376)	55 plus (n=499)
	49.6%	54.2%	51.6%	50.2%	53.5%
Not comfortable/somewhat not comfortable	Atlantic (n=102)	Quebec (n=252)	Ontario (n=344)	Prairies (n=216)	BC (n=157)
	40.3%	31.8%	45.9%	55.1%	47.7%
Not comfortable/somewhat not comfortable	Men (n=552)	Women (n=517)	18 to 34 (n=196)	35 to 54 (n=376)	55 plus (n=499)
	46.4%	41.9%	46.3%	45.0%	42.0%

Q – Are you comfortable, somewhat comfortable, somewhat not comfortable or not comfortable with the following scenarios: [RANDOMIZE]  
**A transgender person using the washroom or change rooms for people of their current gender identity.**

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February 28<sup>th</sup> to March 2<sup>nd</sup>, 2024, n=1071 Canadians, accurate 3.0 percentage points plus or minus, 19 times out of 20.





- Comfortable
- Somewhat comfortable
- Somewhat not comfortable
- Not comfortable
- Unsure

\*Weighted to the true population proportion.  
 \*Charts may not add up to 100 due to rounding.

## Comfort with a transgender people taking part in organized sports for people of their current gender identity

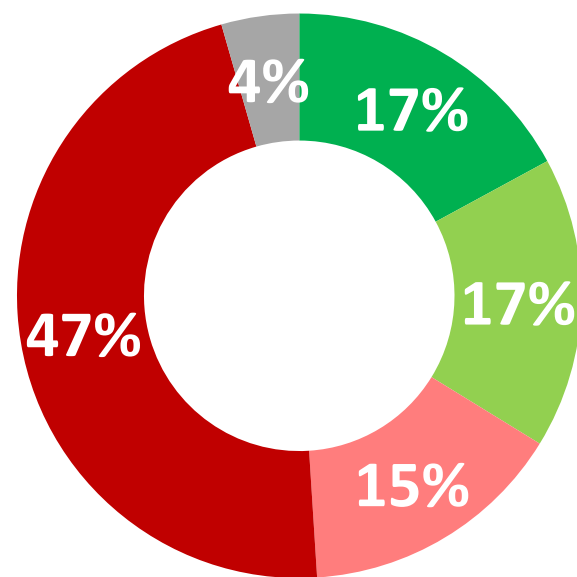
Comfortable/somewhat comfortable	Atlantic (n=102)	Quebec (n=252)	Ontario (n=344)	Prairies (n=216)	BC (n=157)
	43.8%	43.6%	36.8%	30.4%	34.6%
Not comfortable/somewhat not comfortable	Men (n=552)	Women (n=517)	18 to 34 (n=196)	35 to 54 (n=376)	55 plus (n=499)
	32.1%	42.5%	36.2%	34.5%	40.5%
Not comfortable/somewhat not comfortable	Atlantic (n=102)	Quebec (n=252)	Ontario (n=344)	Prairies (n=216)	BC (n=157)
	43.7%	47.2%	58.4%	67.2%	62.0%
Not comfortable/somewhat not comfortable	Men (n=552)	Women (n=517)	18 to 34 (n=196)	35 to 54 (n=376)	55 plus (n=499)
	63.3%	50.7%	58.0%	58.5%	54.8%

Q – Are you comfortable, somewhat comfortable, somewhat not comfortable or not comfortable with the following scenarios: [RANDOMIZE]  
**A transgender person taking part in organized sports for people of their current gender identity.**

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February 28<sup>th</sup> to March 2<sup>nd</sup>, 2024, n=1071 Canadians, accurate 3.0 percentage points plus or minus, 19 times out of 20.

# Comfort with allowing individuals under 18 years of age to have hormone therapy for the purpose of changing a person's gender

Q – Are you comfortable, somewhat comfortable, somewhat not comfortable or not comfortable with the following scenarios:  
[RANDOMIZE] **Allowing individuals under 18 years of age to have hormone therapy (such as medication that delays the sexual development changes of puberty or help develop sex characteristics) for the purpose of changing a person's gender.**



■ Comfortable  
■ Somewhat not comfortable  
■ Unsure  
■ Somewhat comfortable  
■ Not comfortable

\*Weighted to the true population proportion.

\*Charts may not add up to 100 due to rounding.

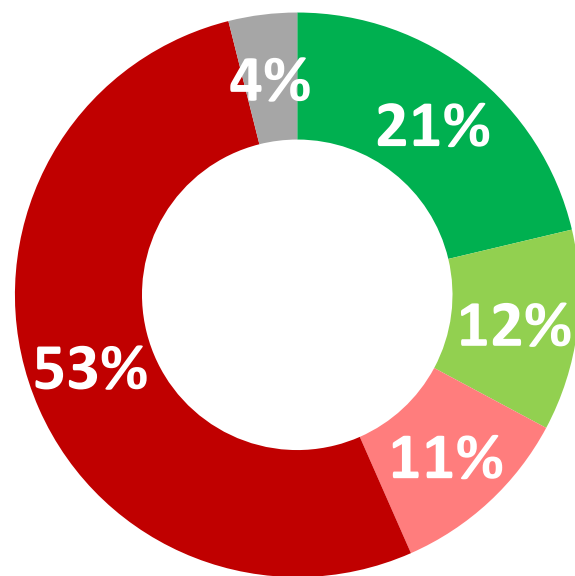
Comfortable/ somewhat comfortable	Atlantic (n=102)	Quebec (n=252)	Ontario (n=344)	Prairies (n=216)	BC (n=157)
	<b>39.4%</b>	<b>33.5%</b>	<b>34.6%</b>	<b>30.5%</b>	<b>33.5%</b>
	Men (n=552)	Women (n=517)	18 to 34 (n=196)	35 to 54 (n=376)	55 plus (n=499)
Not comfortable/ somewhat not comfortable	<b>32.1%</b>	<b>35.3%</b>	<b>35.3%</b>	<b>29.5%</b>	<b>36.2%</b>
	<b>56.0%</b>	<b>61.8%</b>	<b>60.7%</b>	<b>66.2%</b>	<b>61.8%</b>
	Men (n=552)	Women (n=517)	18 to 34 (n=196)	35 to 54 (n=376)	55 plus (n=499)
	<b>63.7%</b>	<b>60.0%</b>	<b>61.3%</b>	<b>64.1%</b>	<b>60.3%</b>

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February 28<sup>th</sup> to March 2<sup>nd</sup>, 2024, n=1071 Canadians, accurate 3.0 percentage points plus or minus, 19 times out of 20.

# Comfort with schools not notifying parents when their child wants to go by a new preferred name or pronoun

Q – Are you comfortable, somewhat comfortable, somewhat not comfortable or not comfortable with the following scenarios:  
[RANDOMIZE]

Schools not notifying parents when their child wants to go by a new preferred name or pronoun



■ Comfortable  
■ Somewhat not comfortable  
■ Unsure  
■ Somewhat comfortable  
■ Not comfortable

\*Weighted to the true population proportion.

\*Charts may not add up to 100 due to rounding.

Comfortable/ somewhat comfortable	Atlantic (n=102)	Quebec (n=252)	Ontario (n=344)	Prairies (n=216)	BC (n=157)
	<b>40.3%</b>	<b>23.1%</b>	<b>34.2%</b>	<b>34.6%</b>	<b>39.2%</b>
	Men (n=552)	Women (n=517)	18 to 34 (n=196)	35 to 54 (n=376)	55 plus (n=499)
Not comfortable/ somewhat not comfortable	<b>32.4%</b>	<b>33.1%</b>	<b>31.4%</b>	<b>33.7%</b>	<b>33.1%</b>
	<b>54.9%</b>	<b>72.0%</b>	<b>62.2%</b>	<b>62.9%</b>	<b>56.3%</b>
	Men (n=552)	Women (n=517)	18 to 34 (n=196)	35 to 54 (n=376)	55 plus (n=499)
Not comfortable/ somewhat not comfortable	<b>64.3%</b>	<b>62.4%</b>	<b>63.5%</b>	<b>63.4%</b>	<b>63.0%</b>

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February 28<sup>th</sup> to March 2<sup>nd</sup>, 2024, n=1071 Canadians, accurate 3.0 percentage points plus or minus, 19 times out of 20.



# METHODOLOGY

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,071 Canadians, 18 years of age or older, between February 28<sup>th</sup> and March 2<sup>nd</sup>, 2024 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  $\pm 3.0$  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.



Element	Description
Research sponsor	CTV News
Population and Final Sample Size	1071 Randomly selected individuals.
Source of Sample	Nanos Probability Panel
Type of Sample	Probability
Margin of Error	±3.0 percentage points, 19 times out of 20.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.
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.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online
Number of Calls	Maximum of five call backs to those recruited.
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.
Field Dates	February 28 <sup>th</sup> to March 2 <sup>nd</sup> , 2024.
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. <a href="https://canadianresearchinsightscouncil.ca/standards/">https://canadianresearchinsightscouncil.ca/standards/</a>

Element	Description
Weighting of Data	The results were weighted by age and gender using the latest Census information (2021) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure
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.
Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines, and individuals without internet access could not participate.
Stratification	By age and gender using the latest Census information (2021) 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.
Estimated Response Rate	13 percent, consistent with industry norms.
Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Question Content	Topics on the omnibus ahead of the survey content included: views on political issues, and views on economic issues.
Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Research/Data Collection Supplier	Nanos Research
Contact	Contact Nanos Research for more information or with any concerns or questions. <a href="http://www.nanos.co">http://www.nanos.co</a> Telephone:(613) 234-4666 ext. 237 Email: <a href="mailto:info@nanosresearch.com">info@nanosresearch.com</a> .



As one of North America's premier market and public opinion research firms, we put strategic intelligence into the hands of decision makers. The majority of our work is for private sector and public facing organizations and ranges from market studies, managing reputation through to leveraging data intelligence. Nanos Research offers a vertically integrated full service quantitative and qualitative research practice to attain the highest standards and the greatest control over the research process. [www.nanos.co](http://www.nanos.co)

nanos dimap analytika



This international joint venture between [dimap](http://www.dimap.com) and [Nanos](http://www.nanos.co) brings together top research and data experts from North American and Europe to deliver exceptional data intelligence to clients. The team offers data intelligence services ranging from demographic and sentiment microtargeting; consumer sentiment identification and decision conversion; and, data analytics and profiling for consumer persuasion. [www.nanosdimap.com](http://www.nanosdimap.com)

EthicStratēgies

Ethic Strategies was created by the founding partners of [PAA Advisory](http://www.paaadvisory.com) and the [Nanos Research Corporation](http://www.nanos.co), both recognized leaders in research, advocacy, and advisory. Ethic provides bespoke strategic counsel, advice, and communications strategies to organizations facing serious issues. [www.ethicstrategies.com](http://www.ethicstrategies.com)

# Any questions?



Nanos Research

(613) 234-4666, ext. 237

[ea@nanosresearch.com](mailto:ea@nanosresearch.com)

For more information on the firm, please visit [www.nanos.co](http://www.nanos.co)







**NANOS IS YOUR GO-TO HIGH-STAKES RESEARCH PARTNER.**

Delivering world-class solutions since 1987,  
we are the leader in high velocity data insights and visualization.

**Market | Consumer | Reputation | Policy | Insight**

For more information about our services, please visit us at:

[www.nanos.co](http://www.nanos.co)

# TABULATIONS



**2024-2544 – CTV/Nanos Survey – February Omni - STAT SHEET**

Are you comfortable, somewhat comfortable, somewhat not comfortable or not comfortable with the following scenarios: [RANDOMIZE]

			Region					Gender			Age			
			Canada 2024-03	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question – A transgender person using the washroom or change rooms for people of their current gender identity	Total	Unwgt N	1071	102	252	344	216	157	552	517	2	196	376	499
		Wgt N	1002	68	231	388	176	139	490	510	2	268	322	412
	Comfortable	%	34.4	43.6	36.2	34.1	30.2	33.0	30.8	37.8		36.5	32.8	34.2
	Somewhat comfortable	%	17.6	10.2	27.5	15.6	12.5	16.6	18.8	16.4		15.1	17.4	19.3
	Somewhat not comfortable	%	11.9	15.8	12.2	11.4	11.6	11.5	11.3	12.5		12.5	12.4	11.2
	Not comfortable	%	32.2	24.5	19.7	34.5	43.5	36.3	35.1	29.4		33.8	32.7	30.8
	Unsure	%	3.9	5.9	4.4	4.5	2.2	2.7	4.0	3.8		2.1	4.7	4.5

Are you comfortable, somewhat comfortable, somewhat not comfortable or not comfortable with the following scenarios: [RANDOMIZE]

			Region					Gender			Age			
			Canada 2024-03	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question – A transgender person taking part in organized sports for people of their current gender identity	Total	Unwgt N	1071	102	252	344	216	157	552	517	2	196	376	499
		Wgt N	1002	68	231	388	176	139	490	510	2	268	322	412
	Comfortable	%	23.1	25.9	23.7	24.5	20.4	20.6	18.5	27.5		23.8	20.3	24.9
	Somewhat comfortable	%	14.3	17.9	20.0	12.3	10.0	14.0	13.6	15.0		12.4	14.2	15.6
	Somewhat not comfortable	%	14.6	14.4	17.4	14.1	12.4	14.5	16.6	12.8		12.4	15.0	15.8
	Not comfortable	%	42.2	29.3	29.8	44.2	54.8	47.4	46.7	37.9		45.6	43.5	38.9
	Unsure	%	5.8	12.5	9.2	4.9	2.4	3.5	4.7	6.8		5.8	6.9	4.8

Are you comfortable, somewhat comfortable, somewhat not comfortable or not comfortable with the following scenarios: [RANDOMIZE]

			Region					Gender			Age			
			Canada 2024-03	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question – Allowing individuals under 18 years of age to have hormone therapy (such as medication that delays the sexual development changes of puberty or help develop sex characteristics) <u>for the purpose of changing a person's gender</u>	Total	Unwgt N	1071	102	252	344	216	157	552	517	2	196	376	499
		Wgt N	1002	68	231	388	176	139	490	510	2	268	322	412
	Comfortable	%	17.1	25.0	16.1	17.7	16.5	13.7	15.7	18.2		19.1	15.3	17.2
	Somewhat comfortable	%	16.7	14.4	17.4	16.8	13.9	19.8	16.4	17.1		16.1	14.2	19.0
	Somewhat not comfortable	%	15.2	14.8	18.7	15.2	9.3	17.2	14.8	15.7		14.8	14.0	16.4
	Not comfortable	%	46.6	41.2	43.2	45.5	56.9	44.6	49.0	44.2		46.5	50.1	43.8
	Unsure	%	4.5	4.6	4.7	4.7	3.4	4.7	4.2	4.7		3.4	6.4	3.6

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,071 Canadians, 18 years of age or older, between February 28<sup>th</sup> and March 2<sup>nd</sup>, 2024. The margin of error for this survey is  $\pm 3.0$  percentage points, 19 times out of 20. \*Columns with n values under 30 have been shaded.

[www.nanos.co](http://www.nanos.co)

**2024-2544 – CTV/Nanos Survey – February Omni - STAT SHEET**

Are you comfortable, somewhat comfortable, somewhat not comfortable or not comfortable with the following scenarios: [RANDOMIZE]

			Region						Gender			Age		
			Canada 2024-03	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - Schools <u>not</u> notifying parents when their child wants to go by a new preferred name or pronoun	Total	Unwgt N	1071	102	252	344	216	157	552	517	2	196	376	499
		Wgt N	1002	68	231	388	176	139	490	510	2	268	322	412
	Comfortable	%	21.3	32.3	10.7	24.6	22.3	23.0	20.6	21.9		22.9	21.3	20.2
	Somewhat comfortable	%	11.5	7.9	12.4	9.6	12.3	16.3	11.8	11.3		8.5	12.3	12.8
	Somewhat not comfortable	%	10.6	7.3	14.9	11.0	6.2	9.4	11.0	10.2		11.2	8.7	11.6
	Not comfortable	%	52.7	47.6	57.2	51.1	56.7	46.9	53.2	52.1		52.2	54.7	51.4
	Unsure	%	3.9	4.9	4.9	3.6	2.5	4.5	3.3	4.5		5.1	2.9	3.9

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,071 Canadians, 18 years of age or older, between February 28<sup>th</sup> and March 2<sup>nd</sup>, 2024. The margin of error for this survey is  $\pm 3.0$  percentage points, 19 times out of 20. \*Columns with n values under 30 have been shaded.

[www.nanos.co](http://www.nanos.co)