

## Detailed Tables

**With Immigration Likely a Hot Topic at Upcoming Leaders' Debates, Two-Thirds (64% - 4) of Canadians Say Federal Government Still Badly Handling Border Crossing Asylum Seeker File and Majority (70% +2) Want it as the Focus of Immigration Avenues for Elected Officials**

*Four-in-ten (37% -2) say Canada is admitting too many lawful immigrants, three-in-ten (32% - 6) just the right number, and one-in-ten (13% +1) not enough*

*The comparisons made in this survey analysis can be found in the 2018 public sounding here:  
<https://dartincom.ca/wp-content/uploads/2018/10/Immigration-Postmedia-Tables-Oct-23-2018.pdf>*

**For Public Release October 1, 2019**

*These are some of the data tables of a **DART & Maru/Blue Voice Canada** conducted as part of a regular sounding of Canadians on various issues and matters that affect their lives as citizens, consumers, and voters. The research is 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. **DART & Maru/Blue** are members of the Canadian Research Insights Council and adhere to the professional disclosure standards which can be accessed at:  
<https://canadianresearchinsightscouncil.ca/standards/>*

*The survey was conducted among 1,517 randomly selected Canadian adults who are members of Maru/Blue's Online panel on September 20, 2019. The survey identified 1,303 decided or leaning voters out of the total sample. 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.**

**For further information or commentary please contact:**

**John Wright**

Partner

**DART C-Suite Communicators**

(416) 919-2101 [jwright@dartincom.ca](mailto:jwright@dartincom.ca)

**MARU VOICE**  
CANADA

*There's been a lot of discussion about lawful immigration, people who claim and attain refugee status and those who are crossing Canada's borders at unofficial points and claiming asylum. Of those categories which one concerns you the most nowadays that our elected officials should focus on (Choose one):*

	Region						
	Total	BC	AB	MB/SK	ON	PQ	ATL
	A	B	C	D	G	H	I
BASE: All Respondents	1518	208	177	104	621	297	111
BASE: WEIGHTED	1518	199	170	101*	572	365	111*
Those who apply for and receive lawful immigration into Canada	252	34	21	9	83	88	16
	17%	17%	13%	9%	14%	24%	15%
Those who claim and attain refugee status						CDFG	
	198	30	27	9	64	54	13
	13%	15%	16%	9%	11%	15%	12%
Those who are crossing Canada.s borders at unofficial points and claiming asylum	1069	134	122	82	426	223	81
	70%	68%	71%	82%	74%	61%	73%
			H	BH	H		H

	Gender			Age			Income		
	Total	Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+
	A	J	K	L	M	N	O	P	Q
BASE: All Respondents	1518	765	753	356	513	649	485	520	299
BASE: WEIGHTED	1518	743	775	429	525	565	527	504	278
Those who apply for and receive lawful immigration into Canada	252	130	122	78	91	83	96	73	43
	17%	17%	16%	18%	17%	15%	18%	14%	15%
Those who claim and attain refugee status	198	85	112	84	62	52	64	62	49
	13%	11%	15%	19%	12%	9%	12%	12%	18%
				MN					OP
Those who are crossing Canada.s borders at unofficial points and claiming asylum	1069	528	541	267	372	430	368	370	186
	70%	71%	70%	62%	71%	76%	70%	73%	67%
					L	L			

	Education				Language	
	Total	HS or less	College/ Tech school	Univ+	English	French
	A	R	S	T	U	V
BASE: All Respondents	1518	519	466	533	1264	254
BASE: WEIGHTED	1518	628	479	411	1205	313
Those who apply for and receive lawful immigration into Canada	252	106	65	81	172	79
	17%	17%	14%	20%	14%	25%
				S		U
Those who claim and attain refugee status	198	68	67	63	156	42
	13%	11%	14%	15%	13%	13%
				R		
Those who are crossing Canada's borders at unofficial points and claiming asylum	1069	454	347	268	877	192
	70%	72%	72%	65%	73%	61%
		T	T		V	

MARU VOICE  
CANADA

**How do you think the Federal Government is handling issues and the process' involving each of the following groups in their entry into Canada? Summary of Top 2 Box (Somewhat good/Very good)**

	Region						
	Total	BC	AB	MB/SK	ON	PQ	ATL
	A	B	C	D	G	H	I
BASE: All Respondents	1518	208	177	104	621	297	111
BASE: WEIGHTED	1518	199	170	101*	572	365	111*
Those who apply for and receive lawful immigration into Canada	1040	141	107	60	406	250	76
	69%	71%	63%	60%	71%	68%	69%
Those who claim and attain refugee status	840	120	80	39	327	215	59
	55%	61%	47%	39%	57%	59%	53%
		CD			CD	CD	
Those who are crossing Canada's borders at unofficial points and claiming asylum	540	83	41	28	214	129	46
	36%	42%	24%	28%	37%	35%	41%
		CD			C	C	C

	Gender		Age			Income			
	Total	Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+
	A	J	K	L	M	N	O	P	Q
BASE: All Respondents	1518	765	753	356	513	649	485	520	299
BASE: WEIGHTED	1518	743	775	429	525	565	527	504	278
Those who apply for and receive lawful immigration into Canada	1040	526	514	309	327	403	376	336	194
	69%	71%	66%	72%	62%	71%	71%	67%	70%
				M		M			
Those who claim and attain refugee status	840	419	421	264	271	305	318	261	158
	55%	56%	54%	62%	52%	54%	60%	52%	57%
				MN			P		
Those who are crossing Canada's borders at unofficial points and claiming asylum	540	251	289	218	165	157	205	169	106
	36%	34%	37%	51%	31%	28%	39%	34%	38%
				MN					

	Education				Language	
	Total	HS or less	College/ Tech school	Univ+	English	French
	A	R	S	T	U	V
BASE: All Respondents	1518	519	466	533	1264	254
BASE: WEIGHTED	1518	628	479	411	1205	313
Those who apply for and receive lawful immigration into Canada	1040	407	319	314	830	210
	69%	65%	67%	76%	69%	67%
Those who claim and attain refugee status				RS		
	840	312	262	266	660	180
	55%	50%	55%	65%	55%	58%
Those who are crossing Canada's borders at unofficial points and claiming asylum				RS		
	540	193	159	187	435	105
	36%	31%	33%	46%	36%	34%
			RS			

***How do you think the Federal Government is handling issues and the process' involving each of the following groups in their entry into Canada? Summary of Bottom 2 Box (Somewhat Bad/Very bad)***

	Region						
	Total	BC	AB	MB/SK	ON	PQ	ATL
	A	B	C	D	G	H	I
BASE: All Respondents	1518	208	177	104	621	297	111
BASE: WEIGHTED	1518	199	170	101*	572	365	111*
Those who apply for and receive lawful immigration into Canada	478	58	63	40	167	115	34
	31%	29%	37%	40%	29%	32%	31%
Those who claim and attain refugee status							
	678	78	91	61	245	151	52
	45%	39%	53%	61%	43%	41%	47%
Those who are crossing Canada's borders at unofficial points and claiming asylum			BGH	BGH			
	978	116	129	72	359	237	65
	64%	58%	76%	72%	63%	65%	59%
			BFGHI	B			

	Gender			Age			Income		
	Total	Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+
	A	J	K	L	M	N	O	P	Q
BASE: All Respondents	1518	765	753	356	513	649	485	520	299
BASE: WEIGHTED	1518	743	775	429	525	565	527	504	278
Those who apply for and receive lawful immigration into Canada	478	217	261	119	197	161	151	168	85
	31%	29%	34%	28%	38%	29%	29%	33%	30%
Those who claim and attain refugee status					LN				
	678	323	355	165	254	259	209	244	120
	45%	44%	46%	38%	48%	46%	40%	48%	43%
Those who are crossing Canada's borders at unofficial points and claiming asylum					L	L		O	
	978	492	486	210	360	408	323	335	172
	64%	66%	63%	49%	69%	72%	61%	66%	62%
				L	L				

	Education				Language	
	Total	HS or less	College/ Tech school	Univ+	English	French
	A	R	S	T	U	V
BASE: All Respondents	1518	519	466	533	1264	254
BASE: WEIGHTED	1518	628	479	411	1205	313
Those who apply for and receive lawful immigration into Canada	478	221	160	97	375	103
	31%	35%	33%	24%	31%	33%
Those who claim and attain refugee status		T	T			
	678	316	217	145	545	133
	45%	50%	45%	35%	45%	42%
Those who are crossing Canada's borders at unofficial points and claiming asylum		T	T			
	978	435	320	224	770	208
	64%	69%	67%	54%	64%	66%
		T	T			

**For those who apply for and receive lawful immigration into Canada, do you think we are admitting (Choose one):**

	Region						
	Total	BC	AB	MB/SK	ON	PQ	ATL
	A	B	C	D	G	H	I
BASE: All Respondents	1518	208	177	104	621	297	111
BASE: WEIGHTED	1518	199	170	101*	572	365	111*
Too many	563	55	67	50	207	145	40
	37%	28%	40%	49%	36%	40%	36%
			B	BG	B	B	
Just the right number	490	65	40	22	204	132	26
	32%	33%	24%	22%	36%	36%	24%
					CDI	CDI	
Not enough	197	32	27	14	68	42	15
	13%	16%	16%	14%	12%	11%	14%
Don't know	268	47	36	15	94	47	29
	18%	24%	21%	15%	16%	13%	26%
		GH	H				GH

**MARU VOICE**  
CANADA



	Gender			Age			Income		
	Total	Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+
	A	J	K	L	M	N	O	P	Q
BASE: All Respondents	1518	765	753	356	513	649	485	520	299
BASE: WEIGHTED	1518	743	775	429	525	565	527	504	278
Too many	563	274	290	113	228	223	199	184	104
	37%	37%	37%	26%	43%	39%	38%	37%	37%
					L	L			
Just the right number	490	270	219	146	157	187	161	174	96
	32%	36%	28%	34%	30%	33%	31%	35%	34%
		K							
Not enough	197	113	84	74	57	66	70	74	37
	13%	15%	11%	17%	11%	12%	13%	15%	13%
		K		MN					
Don't know	268	86	182	96	83	89	97	71	41
	18%	12%	23%	22%	16%	16%	18%	14%	15%
			J	MN					

MARU VOICE  
CANADA

	Education				Language	
	Total	HS or less	College/ Tech school	Univ+	English	French
	A	R	S	T	U	V
BASE: All Respondents	1518	519	466	533	1264	254
BASE: WEIGHTED	1518	628	479	411	1205	313
Too many	563	285	190	89	443	120
	37%	45%	40%	22%	37%	38%
		T	T			
Just the right number	490	190	126	174	370	120
	32%	30%	26%	42%	31%	38%
				RS		U
Not enough	197	58	66	73	161	37
	13%	9%	14%	18%	13%	12%
			R	R		
Don't know	268	95	97	75	231	37
	18%	15%	20%	18%	19%	12%
					V	

MARU VOICE  
CANADA

## 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.

**Discover us at:**

[www.dartincom.ca](http://www.dartincom.ca) [www.marublue.net](http://www.marublue.net)