

DART & maru / BLUE

## Voice Canada Poll

Canadians Views on Opening the  
Canada/US Border Now:

Keep it Closed (83%)

Country Split on Easing Protocols:

*Freely open now (5%)/Soon with health check (25%)/With strict regulations (22%):  
52% versus With proof of vaccine (24%)/Keep border shut indefinitely (24%): 48%*

Release Date: May 19, 2020

## Methodology

These are some of the findings of a **DART&maru/BLUE Voice Canada Poll** 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**. This data was collected by Canada's national survey sample research provider **maru/BLUE** using their **Voice Canada** Omni Online curated panel. The precision of this **DART&maru/BLUE Voice Canada Poll** is measured using a Bayesian Credibility Interval. The survey was conducted among 1,512 randomly selected Canadian adults who are members of **maru/BLUE**'s Online panel May 13, 2020 and is considered accurate to within +/- 3.9 percentage points. The credibility interval will be wider among subsets of the population and individual provinces/regions. Data was collected by Kyle Davies at [Kyle.Davies@marumatchbox.com](mailto:Kyle.Davies@marumatchbox.com) via <https://marureports.com/>. The results have been weighted by education, age, gender, and region to match the population, according to Census data 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. Respondents could choose between an English and French questionnaire. Discrepancies in or between totals are due to rounding. Respondents had the choice to complete the interview in either English or French.

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### Question Posed

#### Border Crossing Opening

1. As you may know, Canada and the United States reached an agreement in March to temporarily close the border to non-essential travel while keeping it open to commercial traffic and essential workers who cross for work. As authorities continue to get a handle on the control of the virus and move to re-

open various parts of the economy and communities on both sides of the border, there has been some discussion lately as to if and when we should be easing the non-commercial restrictions and allow people from both countries to move more freely over the borders.

Generally speaking, do you think it is time to start easing the border restrictions so that non-commercial visitor traffic can begin to flow more freely between Canada and the United States?

**[Grid Down]**

**[Choose One]**

- Yes—absolutely
- Yes--somewhat
- No—somewhat
- No—absolutely not

2. If the border restrictions eased and you could visit the United States right now for whatever reason, would you do so?

**[Grid Down]**

**[Choose One]**

- Yes—absolutely
- Yes--somewhat
- No—somewhat
- No—absolutely not

3. And, if the border restrictions eased and you had a friend or relative who lived in the United States and wanted to come and visit you right now, would you let them do so?

**[Grid Down]**

**[Choose One]**

- Yes—absolutely
- Yes--somewhat
- No—somewhat
- No—absolutely not

4. Generally, when do you think the border between Canada and the United States should begin to re-open so that Americans can more freely visit Canada for non-commercial purposes?

**[Grid Down]**

**[Choose One]**

[Randomize]

- **When people can prove they have had a vaccine**—even if that might not happen for many months from now
- **If potential visitors comply with strict regulations** such as wearing face masks and physical distancing—and if they do not, they can be arrested and expelled with a significant financial penalty
- **Soon and carefully**—we should screen those entering the country via the Canada/US border and only allow them in if they pass a physical temperature check and attest to not having any health symptoms in the two weeks previous to entry
- **We should open up visitor traffic freely between our two countries now** so we can help the tourism and hospitality industry recover and direct family members be re-united
- **We should keep the border shut indefinitely** to any visitor traffic between Canada and the United States, regardless of consequence or retaliation

**Paired/Overlap T-Test for Means, Paired/Overlap Z-Test for Percentages Uppercase letters indicate significance at the 95% level.**

1. Generally speaking, do you think it is time to start easing the border restrictions so that non-commercial visitor traffic can begin to flow more freely between Canada and the United States?

	Region										Gender		Age			Income			Education		
	Total	BC	AB	MB/SK	SK	MB	ON	PQ	ATL	Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	College/ Tech school	Univ+	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	
BASE: All Respondents	1512	239	177	112	48	64	561	325	98	767	745	390	516	606	430	521	332	507	433	572	
BASE: WEIGHTED	1512	198	170	100*	47**	53*	570	364	110*	739	773	426	523	563	470	526	291	626	477	409	
Yes (Net)	264	33	52	16	10	6	88	65	10	159	105	96	105	63	97	91	53	105	94	65	
	17%	16%	31%	16%	20%	12%	15%	18%	9%	21%	14%	23%	20%	11%	21%	17%	18%	17%	20%	16%	
			BDFGHI							K		N	N								
Yes-absolutely	99	11	24	4	4	0	27	27	6	67	32	37	45	17	35	35	22	35	39	25	
	7%	5%	14%	4%	10%	-	5%	7%	6%	9%	4%	9%	9%	3%	8%	7%	8%	6%	8%	6%	
			BDFGH					F		K		N	N								
Yes-somew hat	165	22	29	11	5	6	61	39	4	92	73	59	59	46	61	56	31	70	55	40	
	11%	11%	17%	11%	11%	12%	11%	11%	3%	12%	9%	14%	11%	8%	13%	11%	10%	11%	11%	10%	
			I	GI			I	I				N									
No-somew hat	306	29	33	20	8	13	99	97	29	162	145	97	100	110	88	117	49	114	109	83	
	20%	15%	20%	20%	16%	24%	17%	27%	26%	22%	19%	23%	19%	19%	19%	22%	17%	18%	23%	20%	
			BG					B													
No-absolutely not	942	137	84	64	30	35	384	202	71	419	523	233	318	390	285	318	189	406	274	262	
	62%	69%	50%	64%	64%	65%	67%	55%	65%	57%	68%	55%	61%	69%	61%	60%	65%	65%	57%	64%	
			CH		C		CH	C		J				LM				S		S	
No (Net)	1248	165	117	84	37	47	482	299	100	581	667	330	418	500	373	435	238	520	383	344	
	83%	84%	69%	84%	80%	88%	85%	82%	91%	79%	86%	77%	80%	89%	79%	83%	82%	83%	80%	84%	
		C		C		C	C	C		J				LM							

2. If the border restrictions eased and you could visit the United States right now for whatever reason, would you do so?

	Region											Gender		Age			Income			Education		
	Total	BC	AB	MB/SK	SK	MB	ON	PQ	ATL	Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	College/ Tech school	Univ+		
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T		
BASE: All Respondents	1512	239	177	112	48	64	561	325	98	767	745	390	516	606	430	521	332	507	433	572		
BASE: WEIGHTED	1512	198	170	100*	47**	53*	570	364	110*	739	773	426	523	563	470	526	291	626	477	409		
Yes (Net)	189	24	30	13	8	5	68	46	7	119	70	78	71	40	60	66	46	73	57	59		
	12%	12%	17%	13%	17%	9%	12%	13%	7%	16%	9%	18%	14%	7%	13%	12%	16%	12%	12%	14%		
Yes-absolutely	77	9	15	2	1	1	26	22	3	46	31	30	30	16	25	26	18	32	25	19		
	5%	5%	9%	2%	3%	2%	5%	6%	2%	6%	4%	7%	6%	3%	5%	5%	6%	5%	5%	5%		
Yes-somewhat	112	15	15	11	7	4	43	25	5	73	39	48	41	23	35	40	28	41	32	40		
	7%	7%	9%	11%	14%	8%	7%	7%	4%	10%	5%	11%	8%	4%	7%	8%	10%	7%	7%	10%		
No-somewhat	183	24	14	9	2	6	71	59	7	100	83	63	60	61	54	69	28	68	66	49		
	12%	12%	8%	9%	5%	12%	12%	16%	6%	14%	11%	15%	11%	11%	12%	13%	10%	11%	14%	12%		
No-absolutely not	1140	150	126	78	36	42	431	259	96	520	620	285	392	462	356	392	217	484	354	301		
	75%	76%	74%	78%	78%	78%	76%	71%	87%	70%	80%	67%	75%	82%	76%	74%	74%	77%	74%	74%		
No (Net)	1323	174	140	87	39	48	502	318	103	620	703	348	452	523	410	460	245	552	420	350		
	88%	88%	83%	87%	83%	91%	88%	87%	93%	84%	91%	82%	86%	93%	87%	88%	84%	88%	88%	86%		

3. And, if the border restrictions eased and you had a friend or relative who lived in the United States and wanted to come and visit you right now, would you let them do so?

	Region											Gender		Age			Income			Education		
	Total	BC	AB	MB/SK	SK	MB	ON	PQ	ATL	Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	College/ Tech school	Univ+		
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T		
BASE: All Respondents	1512	239	177	112	48	64	561	325	98	767	745	390	516	606	430	521	332	507	433	572		
BASE: WEIGHTED	1512	198	170	100*	47**	53*	570	364	110*	739	773	426	523	563	470	526	291	626	477	409		
Yes (Net)	317	43	53	18	13	5	103	90	10	189	128	114	96	108	108	115	62	128	108	80		
	21%	22%	31%	18%	27%	10%	18%	25%	9%	26%	17%	27%	18%	19%	23%	22%	21%	21%	23%	20%		
Yes-absolutely	125	17	30	4	4	0	38	31	4	82	42	41	48	36	41	42	30	52	44	28		
	8%	9%	18%	4%	8%	-	7%	9%	4%	11%	5%	10%	9%	6%	9%	8%	10%	8%	9%	7%		
Yes-somewhat	193	26	24	14	9	5	64	58	6	107	86	73	48	72	66	73	32	76	64	52		
	13%	13%	14%	14%	19%	10%	11%	16%	5%	14%	11%	17%	9%	13%	14%	14%	11%	12%	13%	13%		
No-somewhat	350	42	23	19	5	14	122	120	24	176	174	102	127	122	123	110	65	130	116	104		
	23%	21%	14%	19%	11%	26%	21%	33%	22%	24%	22%	24%	24%	22%	26%	21%	22%	21%	24%	25%		
No-absolutely not	845	112	93	63	29	34	345	154	77	374	471	210	301	334	240	300	164	367	253	225		
	56%	57%	55%	63%	62%	64%	61%	42%	70%	51%	61%	49%	57%	59%	51%	57%	57%	59%	53%	55%		
No (Net)	1195	154	116	82	34	48	468	274	101	550	645	312	427	456	362	411	229	497	369	329		
	79%	78%	69%	82%	73%	90%	82%	75%	91%	74%	83%	73%	82%	81%	77%	78%	79%	79%	77%	80%		

4. Generally, when do you think the border between Canada and the United States should begin to re-open so that Americans can more freely visit Canada for non-commercial purposes?

	Region											Gender		Age			Income			Education		
	Total	BC	AB	MB/SK	SK	MB	ON	PQ	ATL	Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	College/ Tech school	Univ+		
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T		
BASE: All Respondents	1512	239	177	112	48	64	561	325	98	767	745	390	516	606	430	521	332	507	433	572		
BASE-WEIGHTED	1512	198	170	100*	47**	53*	570	364	110*	739	773	426	523	563	470	526	291	626	477	409		
When people can prove they	366	55	35	28	12	16	119	95	34	168	198	105	139	123	125	121	72	145	116	105		
	24%	28%	21%	28%	26%	30%	21%	26%	31%	23%	26%	25%	26%	22%	27%	23%	25%	23%	24%	26%		
		G							G													
If potential visitors comply with	338	38	35	16	5	12	142	87	20	149	189	95	95	148	92	129	61	133	102	102		
	22%	19%	21%	16%	10%	22%	25%	24%	18%	20%	24%	22%	18%	26%	20%	25%	21%	21%	21%	25%		
		M																				
Soon and carefully—we should	383	46	55	30	20	10	128	104	21	199	184	104	132	147	125	125	75	161	132	90		
	25%	23%	32%	30%	43%	19%	22%	29%	19%	27%	24%	25%	25%	26%	27%	24%	26%	26%	28%	22%		
		GI																				
We should open up visitor tra	74	8	19	3	2	2	25	15	4	49	26	26	30	18	28	21	20	26	30	18		
	5%	4%	11%	3%	4%	3%	4%	4%	4%	7%	3%	6%	6%	3%	6%	4%	7%	4%	6%	4%		
		BDGHI								K		N	N									
We should keep the border sh	351	51	26	22	8	14	157	63	31	174	176	96	128	127	101	129	62	160	97	94		
	23%	26%	15%	22%	17%	26%	28%	17%	28%	24%	23%	22%	24%	23%	21%	25%	21%	26%	20%	23%		
		CH					CH		CH													

- **When people can prove they have had a vaccine**—even if that might not happen for many months from now
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## About

**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 soundboarding 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 executive Victoria Ollers.

**DART C-Suite Communicators** abides by the Canadian Research and intelligence Council (“CRIC”) Public Opinion Research Standards and Disclosure Requirements <https://canadianresearchinsightscouncil.ca/standards/por/> .

**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>

**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 for reliable, reproducible insights.

We deliver instant access to the general population, specific markets, and your or your competitor’s customers. 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. **maru/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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