

# 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

**DART** & **maru** / **BLUE**

---

*This public opinion survey is branded as the **DART&maru/BLUE Voice Canada Poll**. Both firms are non-partisan and comprised of well-known national veteran survey/research professionals who have worked together for decades.*

*Once released into the public domain, findings contained herein may be used with source attribution given to the **DART&maru/BLUE Voice Canada Poll**. Descriptions of the findings, methodology and contact persons are provided in this release – with a full set of detailed tables with questions found for easy download at <http://www.dartincom.ca/polls/>. A description of **DART&maru/BLUE Voice Canada Poll** can also be found in this release.*

# 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%*

May 19, 2020 – Despite some musings that the closed border between Canada and the United States due to the pandemic should be re-opened between the two countries for non-commercial reasons, a survey released today by the polling group of DART&maru/BLUE indicates that Canadians are virtually unequivocal in their verdict on what should happen any time soon: more than eight in ten (83%) believe the border should remain closed while just one in six (17%) believe otherwise.

And, supposing there is to be some kind of loosening of the border, Canadians are split on how any protocols should be administered: half (52%) believe it should be eased freely now (5%)/soon with health checks (25%)/with strict regulations (22%); the other half (48%) are much more stringent and believe that anyone crossing the border from the United States should have proof of having had a vaccine (24%) – or that the border remain closed indefinitely (24%).

From a personal perspective, if they could cross over the border now or have someone travel from the United States to visit, the vast majority of Canadians would shun the opportunity: only one in ten (12%) would cross the border into the United States, while just one in five (21%) would be prepared to let a friend or relative who lives in the United States and wants to come to Canada to visit do so.

The **DART&maru/BLUE Voice Canada Poll** was conducted among 1,512 randomly selected Canadian adults who are members of **maru/BLUE's** Online panel on May 14, 2020 and is considered accurate to within +/- 3.9 percentage points. Data is collected daily by Kyle Davies at <https://marureports.com/>. Portions of the written findings and data may be used by anyone in the public domain with appropriate attribution to **DART&maru/BLUE**. Inaccuracies in reporting may be subjected to correction. Any discrepancies between the data tables and the reporting herein is due to rounding.

**Only one in six (17%) think it is time to ease border restrictions so non-commercial visitor traffic flow more freely between Canada and the United States...**

**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?**

**Yes (Net) 17%**  
**No (Net) 83%**

- **Yes-absolutely 7%**
- **Yes-somewhat 11%**
- **No-somewhat 20%**
- **No-absolutely not 62%**

**No (Net) 83%:** Atlantic Canada (91%), followed by Ontario (85%), British Columbia/Manitoba/Saskatchewan (84%), Québec (82%), and Alberta (69%).

**Yes (Net) 17%:** Alberta (31%), followed by Québec (18%), British Columbia/Manitoba/Saskatchewan (16%), Ontario (15%), and Atlantic Canada (9%).

**Canadians are split on how the easing of the border entry should happen...**

**Generally, when Canadians 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:**

**Freely now (5%)/Soon with health check (25%)/With strict regulations (22%): 52%**

- 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 **5%**
- 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 **25%**

- 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 **22%**

**With proof of vaccine (24%)/Keep border shut indefinitely: 48%**

- When people can prove they have had a vaccine-even if that might not happen for many months from now **24%**
- We should keep the border shut indefinitely to any visitor traffic between Canada and the United States, regardless of consequence or retaliation **24%**

***If border restrictions eased, only one in ten (12%) would visit the United States right now...***

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

**Yes (Net) 12%**  
**No (Net) 88%**

- **Yes-absolutely 5%**
- **Yes-somewhat 7%**
- **No-somewhat 12%**
- **No-absolutely not 75%**

**No (Net) 88%:** Atlantic Canada (93%) followed by Ontario/British Columbia (88%), Québec/Manitoba/Saskatchewan (87%), and Alberta (83%).

**Yes (Net) 12%:** Alberta (17%), followed by Manitoba/Saskatchewan/Québec (13%), British Columbia/Ontario (12%), Atlantic Canada (7%).

***Only one in five (21%) say if a friend or relative who lived in the United States and wanted to come and visit right now, they would let them...***

**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?**

**Yes (Net) 21%**  
**No (Net) 79%**

- **Yes-absolutely 8%**
- **Yes-somewhat 13%**
- **No-somewhat 23%**
- **No-absolutely not 56%**

**No (Net) 79%:** Atlantic Canada (91%) followed by Manitoba/Saskatchewan/Ontario (82%), British Columbia (78%), Québec (75%), and Alberta (69%).

**Yes (Net) 21%:** Alberta (31%), followed by Québec (25%), British Columbia (22%), Manitoba/Saskatchewan/Ontario (18%), and Atlantic Canada (9%).

-30-

## **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.*

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

**John Wright**

Partner

**DART C-Suite Communicators**

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

## **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 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 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.

**Discover us at:** [www.dartincom.ca](http://www.dartincom.ca) [www.marubluenet](http://www.marubluenet)