

A strong majority of Canadians think the Canada-US border should remain closed for the foreseeable future

National survey released July, 2020

Project 2020-1676B



THE GLOBE AND MAIL 

 NANOS



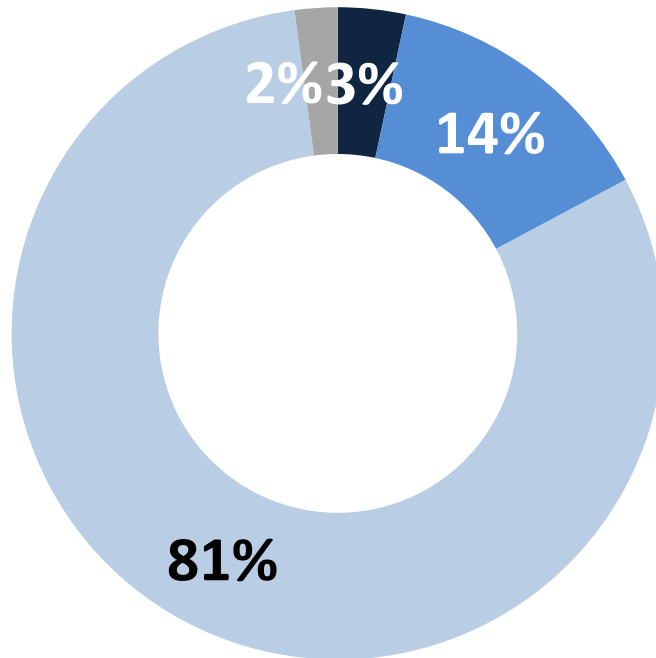
Over eight in ten Canadians think the Canada-US border should stay closed for the foreseeable future

A strong majority of Canadians say the Canada-US border should remain closed for the foreseeable future.

- **More than eight in ten Canadians think the Canada-US border should stay closed for the foreseeable future** – A strong majority of Canadians think the Canada-US border should stay closed for the foreseeable future (81%), while 14 per cent think it should be opened now only in areas where infection rates are low, and three per cent think it should be opened immediately. Two per cent are unsure. There is strong support for the border remaining closed across regions, and age groups.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,049 Canadians, 18 years of age or older, between June 28th and July 2nd, 2020 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 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.



- Should be opened immediately
- Should be opened now only in areas where infection rates are low
- Should stay closed for the foreseeable future
- Unsure

	Should stay closed for the foreseeable future
Atlantic (n=100)	89.7%
Quebec (n=252)	79.4%
Ontario (n=339)	80.9%
Prairies (n=203)	76.2%
British Columbia (n=155)	83.9%
Male (n=555)	77.7%
Female (n=494)	83.5%
18 to 34 (n=270)	80.7%
35 to 54 (n=393)	79.6%
55 plus (n=386)	81.6%

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

QUESTION – The Canada-U.S. border has been closed to non-essential land travel since March 21 because of the COVID-19 pandemic. Going forward, do you think the border should be re-opened for non-essential immediately, reopened now only in areas where infection rates in Canada and the U.S. are low, or stay closed for the foreseeable future?



Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,049 Canadians, 18 years of age or older, between June 28th and July 2nd, 2020 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 is one (1) report of four (4).

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.



Element	Description
Research sponsor	The Globe and Mail
Population and Final Sample Size	1,049 Randomly selected individuals.
Source of Sample	Nanos Hybrid Probability Panel (confirm with John)
Type of Sample	Probability
Margin of Error	±3.1 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	June 28 th to July 2 nd , 2020.
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/

Element	Description
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
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 (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.
Estimated Response Rate	11 percent, consistent with industry norms.
Question Order	This was the only question asked on this topic.
Question Content	Topics on the omnibus ahead of the survey content included: views on political issues, views on economic issues, real estate, China and COVID-19.
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. http://www.nanos.co Telephone:(613) 234-4666 ext. 237 Email: info@nanosresearch.com.



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

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

NANOS RUTHERFORD MCKAY & Co.

NRM is an affiliate of Nanos Research and Rutherford McKay Associates. Our service offerings are based on decades of professional experience and extensive research and include public acceptance and engagement, communications audits, and narrative development. www.nrmpublicaffairs.com



TABULATIONS

THE GLOBE AND MAIL



NANOS



2020 - 1676 – Globe and Mail/Nanos Survey – June OMNI – US Border – STAT SHEET

			Region					Gender		Age			
			Canada 2020-07	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - The Canada-U.S. border has been closed to non-essential land travel since March 21 because of the COVID-19 pandemic. Going forward, do you think the border should be re-opened for non-essential immediately, reopened now only in areas where infection rates are low in areas where infection rates in Canada and the U.S. are low, or stay closed for the foreseeable future?	Total	Unwgt N	1049	100	252	339	203	155	555	494	270	393	386
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	Should be opened immediately	%	3.4	0.0	3.4	2.8	4.9	4.4	3.8	2.9	3.9	5.0	1.5
	Should be opened now only in areas where infection rates are low	%	13.8	10.3	13.2	14.9	16.0	11.0	16.2	11.6	12.6	13.8	14.7
	Should stay closed for the foreseeable future	%	80.7	89.7	79.4	80.9	76.2	83.9	77.7	83.5	80.7	79.6	81.6
	Unsure	%	2.1	0.0	4.1	1.4	3.0	0.6	2.3	1.9	2.8	1.5	2.2

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,049 Canadians, 18 years of age or older, between June 28th and July 2nd, 2020. The margin of error for this survey is ±3.1 percentage points, 19 times out of 20.