

One in five Canadians report experiencing some degree of hardship as a result of the Canada-US border closure

National survey released July, 2020
Project 2020-1684B



CTV
NEWS

NANOS SURVEY

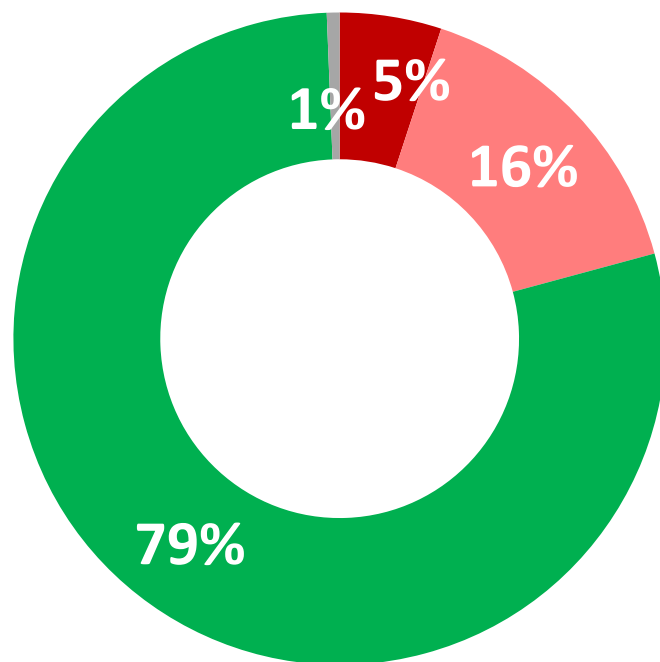
Although, nearly eight in ten Canadians say they have experienced no hardship to themselves or their family due to having the Canada-US border closed, a significant one in five report experiencing some degree of hardship.

- **More than three quarters of Canadians say they have experienced no hardship as a result of the closed border** – A majority of Canadians (79%) say that no hardship has come to them personally or to their family as a result of having the Canada-US border closed to non-essential travel, while 16 per cent say this has caused minor hardship and five per cent say this has caused major hardship. One per cent are unsure.

These observations are based on an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,094 Canadians, 18 years of age or older, between July 26th to 30th, 2020 as part of an omnibus survey. The margin of error for this survey is ± 3.0 percentage points, 19 times out of 20.

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

Hardship of Canada-U.S. Border closure



■ Major hardship ■ Minor hardship ■ No hardship ■ Unsure

	No hardship
Atlantic (n=105)	83.5%
Quebec (n=251)	74.8%
Ontario (n=364)	80.4%
Prairies (n=216)	78.5%
British Columbia (n=158)	77.6%
Male (n=557)	74.2%
Female (n=537)	82.8%
18 to 34 (n=277)	79.7%
35 to 54 (n=433)	77.5%
55 plus (n=384)	78.8%

*Weighted to the true population proportion.

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

QUESTION – Has having the Canada-U.S. border closed to non-essential travel caused a major hardship, minor hardship, or no hardship for you personally or your family members?



Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,094 Canadians, 18 years of age or older, between July 26th and 30th, 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 ± 3.0 percentage points, 19 times out of 20.

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Note: Charts may not add up to 100 due to rounding.

TECHNICAL NOTE

Element	Description
Research sponsor	CTV News
Population and Final Sample Size	1094 Randomly selected individuals.
Source of Sample	Nanos Hybrid 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	July 26 th to 30 th , 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	Nine 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	Previous content included political and economical issues, and the WE controversy.
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 .

ABOUT NANOS



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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.

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2020-1684 – CTV/Nanos Survey – July OMNI - 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 - Has having the Canada-U.S. border closed to non-essential travel caused a major hardship, minor hardship, or no hardship for you personally or your family members?	Total	Unwgt N	1094	105	251	364	216	158	557	537	277	433	384
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	Major hardship	%	5.0	1.0	8.4	5.0	3.5	3.4	6.6	3.6	4.1	6.0	4.8
	Minor hardship	%	15.8	15.5	16.3	14.2	16.4	18.4	18.8	12.8	16.0	16.0	15.4
	No hardship	%	78.6	83.5	74.8	80.4	78.5	77.6	74.2	82.8	79.7	77.5	78.8
	Unsure	%	0.6	0.0	0.5	0.3	1.6	0.6	0.4	0.9	0.2	0.5	1.0

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