The background of the slide features a faded image of a Canadian flag on the left and a US flag on the right, both flying on tall poles. In the lower right, a large steel truss bridge is visible, extending from the foreground into the distance. The overall scene is set against a light, hazy sky with some trees on the left side.

Women and older Canadians more likely to report concern about the US increasing security measures at the border.

Nanos was retained by CTV News to conduct research among Canadians to gauge their level of concern about the US increasing security measures at the Canada-US border.

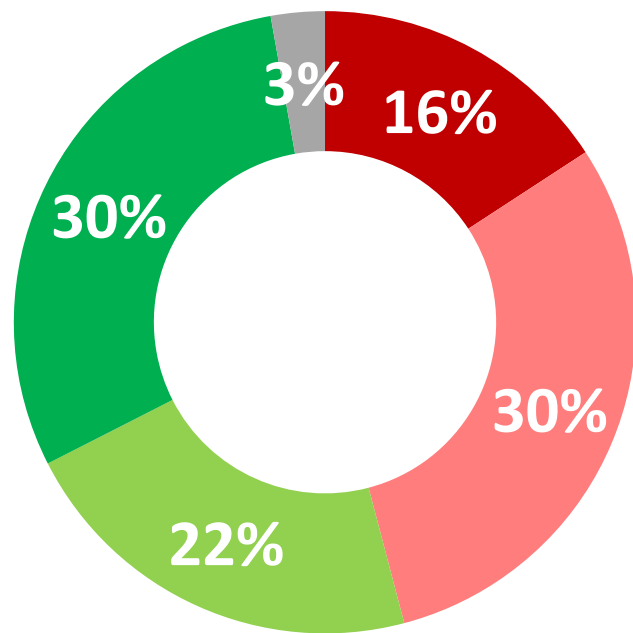
Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,114 Canadians, 18 years of age or older, between January 29<sup>th</sup> to 31<sup>st</sup>, 2024 as part of an omnibus survey.

The margin of error for this survey is  $\pm 2.9$  percentage points, 19 times out of 20.

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



## Concern about US increasing border security measures at US-Canada border



- Concerned
- Somewhat concerned
- Somewhat not concerned
- Not concerned
- Unsure

\*Weighted to the true population proportion.

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

# Canadians

are marginally more likely to say they are not concerned or somewhat not concerned rather than concerned or somewhat concerned about the United States increasing security measures at the Canada-US border for Canadians wishing to visit the US. Women and older Canadians (55 plus)(51% each) are more likely to report being concerned or somewhat concerned than men and younger Canadians (18-34) (41% each).

Q – Are you concerned, somewhat concerned, somewhat not concerned or not concerned about the United States increasing security measures at the Canada-US border for Canadians wishing to visit the US?

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, January 29<sup>th</sup> to 31<sup>st</sup>, 2024, n=1,114, accurate 2.9 percentage points plus or minus, 19 times out of 20.



# Concern about US increasing border security measures at US-Canada border – by demographics

Q – Are you concerned, somewhat concerned, somewhat not concerned or not concerned about the United States increasing security measures at the Canada-US border for Canadians wishing to visit the US?

Concerned/Somewhat concerned				
Atlantic (n=110)	Quebec (n=262)	Ontario (n=366)	Prairies (n=219)	BC (n=157)
<b>52.6%</b>	<b>42.6%</b>	<b>49.4%</b>	<b>37.4%</b>	<b>48.8%</b>
Men (n=601)	Women (n=512)	18 to 34 (n=153)	35 to 54 (n=394)	55 plus (n=567)
<b>41.0%</b>	<b>50.5%</b>	<b>40.7%</b>	<b>43.7%</b>	<b>50.8%</b>
Not concerned/Somewhat not concerned				
Atlantic (n=110)	Quebec (n=262)	Ontario (n=366)	Prairies (n=219)	BC (n=157)
<b>44.5%</b>	<b>54.2%</b>	<b>48.9%</b>	<b>58.2%</b>	<b>48.2%</b>
Men (n=601)	Women (n=512)	18 to 34 (n=153)	35 to 54 (n=394)	55 plus (n=567)
<b>58.3%</b>	<b>44.8%</b>	<b>54.0%</b>	<b>54.9%</b>	<b>46.8%</b>

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, January 29<sup>th</sup> to 31<sup>st</sup>, 2024, n=1,114, accurate 2.9 percentage points plus or minus, 19 times out of 20.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,114 Canadians, 18 years of age or older, between January 29<sup>th</sup> and 31<sup>st</sup>, 2024 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  $\pm 2.9$  percentage points, 19 times out of 20.

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

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



Element	Description
Research sponsor	CTV News
Population and Final Sample Size	1,114 Randomly selected individuals.
Source of Sample	Nanos Probability Panel
Type of Sample	Probability
Margin of Error	±2.9 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	January 29 <sup>th</sup> to 31 <sup>st</sup> , 2024.
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. <a href="https://canadianresearchinsightscouncil.ca/standards/">https://canadianresearchinsightscouncil.ca/standards/</a>

Element	Description
Weighting of Data	The results were weighted by age and gender using the latest Census information (2021) 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 (2021) 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	13 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	Topics on the omnibus ahead of the survey content included: views on political issues, views on economic issues, and views on the use of the Emergencies Act to shut down the Freedom Convoy Protest.
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. <a href="http://www.nanos.co">http://www.nanos.co</a> 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](http://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](http://www.nanosdimap.com)

EthicStratēgies

Ethic Strategies was created by the founding partners of [PAA Advisory](http://www.paaadvisory.com) and the [Nanos Research Corporation](http://www.nanos.co), both recognized leaders in research, advocacy, and advisory. Ethic provides bespoke strategic counsel, advice, and communications strategies to organizations facing serious issues. [www.ethicstrategies.com](http://www.ethicstrategies.com)

ABOUT NANOS

# Any questions?

---



Nanos Research

(613) 234-4666, ext. 237

[ea@nanosresearch.com](mailto:ea@nanosresearch.com)

For more information on the firm, please visit [www.nanos.co](http://www.nanos.co)







**NANOS IS YOUR GO-TO HIGH-STAKES RESEARCH PARTNER.**

Delivering world-class solutions since 1987,  
we are the leader in high velocity data insights and visualization.

**Market | Consumer | Reputation | Policy | Insight**

For more information about our services, please visit us at:

[www.nanos.co](http://www.nanos.co)



# TABULATIONS



2024-2528 – CTV/Nanos Survey – January Omni – US Border – STAT SHEET

		Region							Gender			Age		
		Canada 2024-01	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus	
Question - Are you concerned, somewhat concerned, somewhat not concerned or not concerned about the United States increasing security measures at the Canada-US border for Canadians wishing to visit the US?	Total	Unwgt N	1114	110	262	366	219	157	601	512	1	153	394	567
		Wgt N	1001	67	231	388	175	140	490	510	1	267	323	411
	Concerned	%	15.8	18.2	10.3	17.0	16.2	19.8	14.8	16.6		14.8	13.8	17.9
	Somewhat concerned	%	30.1	34.4	32.3	32.4	21.2	29.0	26.2	33.9		25.9	29.9	32.9
	Somewhat not concerned	%	21.6	13.0	25.7	20.6	24.7	18.1	23.5	19.9		22.0	20.8	22.0
	Not concerned	%	29.7	31.5	28.5	28.3	33.5	30.1	34.8	24.9		32.0	34.1	24.8
	Unsure	%	2.8	3.0	3.1	1.7	4.4	3.1	0.8	4.7		5.2	1.4	2.3