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# HITTING THE BEACH OR VISITING FAMILY AND FRIENDS? WHAT WILL US BOUND CANADIANS PRIORITIZE WHEN THE BORDER REOPENS AND WHERE WOULD THEY LIKE TO GO

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# METHODOLOGY

Web survey using computer-assisted Web interviewing (CAWI) technology.

The survey was conducted by Leger in partnership with the Association for Canadian Studies from June 4 to June 6, 2021 with 1539 Canadians.

Using data from the 2016 Census, results were weighted according to gender, age, mother tongue, region, education level and presence of children in the household in order to ensure a representative sample of the population.

No margin of error can be associated with a non-probability sample (Web panel in this case). However for comparative purposes, a probability sample of 1623 and 1529 respondents would have a margin of error of  $\pm 2.52\%$ , 19 times out of 20 and 1003 Americans would have a margin of error of  $\pm 3.19\%$ , 19 times out of 20

The research results presented here are in full compliance with the CRIC Public Opinion Research Standards and Disclosure Requirements.

# BORDER REOPENING: WE'RE KEENER ON CANADIANS HEADING TO THE US THAN AMERICANS TRAVELLING HERE

For what reason would you like to see the borders between Canada and the United States reopened?				
June 4-6, 2021	Total	18-34	35-54	55+
To allow Americans to travel to Canada	3%	4%	2%	2%
To allow Canadians to travel to the United States	31%	<b>40%</b>	29%	<b>27%</b>
Both	66%	<b>56%</b>	69%	<b>71%</b>

# WHY TRAVEL TO THE US: QUEBECERS WANT TO GO TO THE BEACH, OTHER CANADIANS TO RECONNECT WITH FAMILY AND FRIENDS

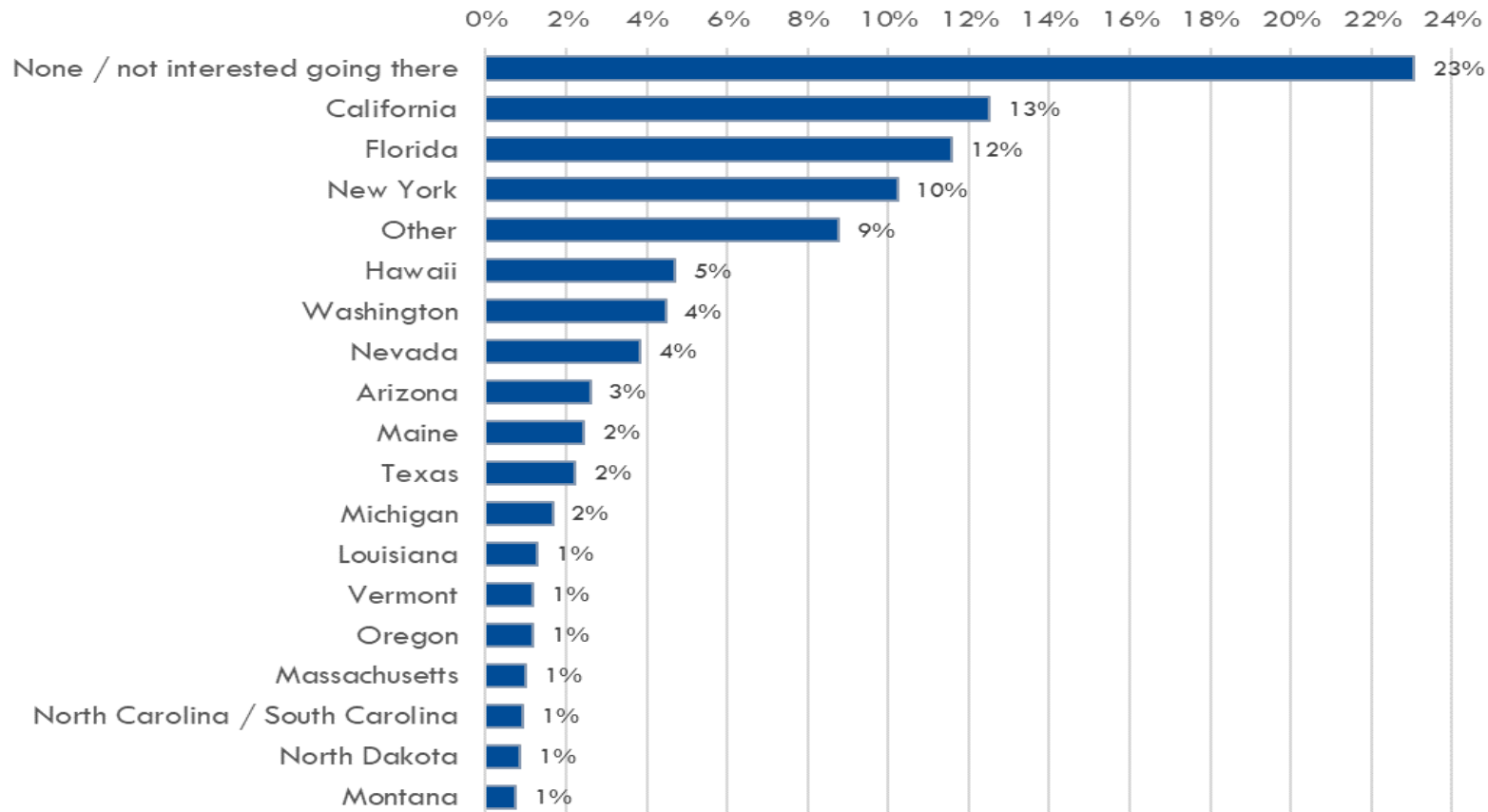
	Rank in order which of the following would be your main motivation for travelling to the U.S.:						
June 4-6, 2021	Total	Atl.	QC	ON	MB/SK	AB	BC
Visiting family members and friends	25%	28%	17%	27%	35%	26%	29%
Going to the Beach	18%	12%	28%	15%	11%	24%	14%
Cross Border Shopping	16%	22%	10%	18%	17%	11%	20%
Go to Cultural attractions (Museums, Concerts or sports events)	20%	18%	23%	20%	17%	21%	20%
Other	23%	24%	26%	22%	22%	22%	20%

# CROSS BORDER SHOPPING LOWEST ON LIST OF PRIORITIES FOR CANADIAN VISITS TO US THOUGH IT REMAINS MAIN MOTIVE FOR ONE IN SIX CANADIANS

	Rank in order which of the following would be your main motivation for travelling to the US		
June 4-6, 2021	18-34	35-54	55+
Visiting family members and friends	27%	26%	24%
Going to the Beach	19%	18%	18%
Cross Border Shopping	15%	17%	16%
Go to Cultural attractions (Museums, Concerts or sports events)	<b>25%</b>	22%	<b>15%</b>

# AMONGST THOSE CANADIANS THAT WOULD LIKE TO EVENTUALLY VISIT THE US, CALIFORNIA AND FLORIDA REMAIN THE TOP DESTINATIONS

Which State in the United States would you like to visit if the Canada-US borders were open?



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