

**Survey of U.S. Border State Voters
And Canadians about New Border Regulations**

Submitted to:

Business for Economic Security Tourism and Trade (BESTT) Coalition



Submitted by:

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Summary of Methodology:

In mid February 2006, Zogby International conducted telephone interviews of 1,214 likely U.S. voters in 11 border states (margin of error +/- 2.9%). Voters are substantially more likely than non-voters to possess passports, as the surveyed population suggests (around 40% are non-passport holders, compared to the general U.S. population, where nearly 80% are non-passport holders). The results include the state of Wisconsin, though it does not technically border Canada.

At the same time, Zogby International conducted telephone interviews of 502 randomly selected, general population Canadians. Margin of error is +/- 4.5 percentage points.

Zogby International's sampling and weighting procedures also have been validated through its political polling: more than 95% of the firm's polls have come within 1% of actual election-day outcomes.

Summary of Results:

5. How often would you say you cross the border into U.S./Canada?

While more Americans cross into Canada than Canadians into the U.S., on a per-person basis, Canadians cross more frequently. According to the poll, Canadians are more likely to cross the border into the U.S. (48% at least a few times a year) than Americans are to cross into Canada (17% at least a few times a year). Americans are almost three times as likely as Canadians to say they never cross the border (21% vs. 8%).

6. What would you say is the primary reason for going to U.S./Canada?

For both Americans (56%) and Canadians (44%) vacationing is the number one reason for visiting the other country. Twenty-nine percent of Americans go to shop or for entertainment, and 29% of Canadians visit family or friends. Another one in five (20%) Canadians go the U.S. to shop or for entertainment. Five percent of Americans and 6% of Canadians go for business reasons.

7. On average how much would you say you spend on each individual trip when you go to U.S./Canada?

About equal percentages of Americans and Canadians spend between \$100 and \$500 dollars on each individual trip into the other country (41% and 44% respectively). Canadians are twice as likely as Americans to spend more than \$500 (35% vs. 18%).

700. How do you usually cross the border?

The vast majority of both Americans (86%) and Canadians (75%) drive across the border themselves. Just 3% of Americans and 4% of Canadians take the bus and 2% or less travel by any of the other means.

8. On a typical visit to U.S./Canada, how long do you usually stay?

On a typical visit to Canada, 46% of Americans stay for two or three days, and 36% stay for just the day. Canadians are more likely to stay for a week (33%), or two or three days (28%), with just 16% staying for only a day. Twenty-two percent of Canadians stay for more than a week, while just 3% of Americans do.

9. When you visit U.S./Canada by land, about how far from the border do you travel?

The documentation issue is not just a traditional border issue but extends well beyond it: A majority of Canadians who visit America travel more than 100 miles from the border on their visits. Just 12% travel less than 25 miles, and 10% travel between 25-50 miles.

11-13. In the past have you ever been asked to show your driver's license or photo ID while crossing the border into U.S./Canada? birth certificate while crossing the border into U.S./Canada? passport while crossing the border into U.S./Canada?

A similar 59% of Canadians and 58% of Americans have been asked for their driver's license or photo ID, while more than twice as many Canadians (37%) as Americans have been asked to show their birth certificate.

As many as 51% of Canadians without a passport have not been asked to show even a birth certificate, and 39% were not asked to show a drivers license.

18. How familiar are you with any changes or restrictions on crossing the border into U.S./Canada?

Neither Americans nor Canadians are familiar with proposed documentation changes along the border. Of Americans, 87% say they are either not familiar (59%) or somewhat familiar (28%) with change in requirements. Of Canadians, 82% are say they are either not very (40%) or somewhat familiar (42%). Non-passport holders from both countries are least likely to be at all familiar.

20. Beginning in 2008, travelers to and from Canada will be required to show a valid passport or other secure documentation to enter or re-enter the United States. Do you strongly support, somewhat support, somewhat oppose, or strongly oppose these new restrictions?

While they are evenly divided between being concerned, and not concerned about the safety of the border crossing, majorities of Americans (69%) and Canadians (76%) support improvements to documentation requirements for entering or re-entering their country. Later analysis shows, however, that they do not support currently proposed plans to implement these improvements.

21. Are you more likely or less likely to travel to U.S./Canada because of the need for a passport or other secure documentation or will it make no difference in your plans to travel to U.S./Canada?

More than 1/3 of American non-passport holders (34.5%) and nearly 1/3 of Canadian non-passport holders (29.2%) say they will be less likely to cross the border if they need a passport or other secure document to do so.

27. How likely would you be to purchase a border ID card that would enable you to cross only at the U.S./Canada land border?

Majorities of both Americans (68%) and Canadians (54%) are unlikely to purchase a border ID card that would enable them to cross only at the U.S./Canada land border. Eighteen percent of Americans and nearly a quarter of Canadians (23%) are somewhat likely to purchase such cards. Just 19% of Canadians and less than half as many Americans (7%) are very likely to purchase one.

Looking just at those without a passport, less than 9% of Americans say they would be very likely to purchase a new ID card to cross the U.S./Canada border only. Of this group, 56% say they are not very likely to purchase such a document.

Canadian non-passport holders more often say they would be very likely to purchase a new ID card to cross the U.S./Canada border only, but the percentage remains less than 24%, with over 40% saying they are not very likely to do so.

28. How much are you willing to pay for a new border ID card that would enable you to cross only at the U.S./Canada land border?

Of American non-passport holders, 29.6% are willing to pay less than \$25 for a new ID card for border crossing, and 49% say they are not willing to pay anything. Of Canadian non-passport holders, 57% say they will pay between \$25 and \$50 for a new ID card, yet more than 30% say they are not willing to pay anything.

29. How willing would you be to spend. . .for each person in your family?

For those Americans who say they would pay any amount for a border crossing ID card, 57% said they would be somewhat willing to buy one for everyone in their family (again, in Q28, the plurality who said they would pay anything said they would pay under \$25 for themselves and nearly a majority want the card to be free). Only 19.2% said they very likely would pay for each family member.

Meanwhile, a plurality of all Canadians (42%) are somewhat willing to buy a card for everyone in their family, and 31% are not willing to buy one for everyone in their family.

30. Which of the following do you think is the best place to purchase a new border crossing card?

The two most likely places to buy a border ID card, according to American and Canadian non-passport holders, are the post office (29.6%, 36.2%) and department of motor vehicles (21.5%, 23.5%).

32. How long would you consider a reasonable time from the time you applied for a new border ID card to the time when you actually get the ID card?

Of American non-passport holders, 28.5% would be willing to wait two weeks to one month for their new ID card. 23.1% would wait less than 2 weeks, and 17.4% would want them immediately. Only 21.9% are willing to wait one month or more for such a card.

Of Canadian non-passport holders, 31.3% consider between two weeks and one month a reasonable time to wait for the border ID card. 23.1 would wait less than two-weeks, and 20% think one month makes sense.

33. If you were given the choice of combining your driver's license with a border crossing ID card or by keeping the driver's license and border crossing ID card separate, which would you choose?

Both American passport and non-passport holders support combining their drivers license and border crossing ID cards (52.4% and 53.7% respectively). Of Canadians passport and non-passport holders, the rates are 40% and 50% respectively.

34. If it were decided to combine the driver's license with a border crossing ID card, how likely would you be to continue crossing the border?

Compared to Q27, where less than 9% of American non-passport holders say they very likely will buy a new border ID card to cross the border, 39.3% said they very likely would continue crossing the border if their border crossing card were combined with a drivers license. For Canadian non-passport holders the percentage doubles from 24% to 49%.

35. How concerned, if at all, are you about infringing on civil liberties if a border crossing ID card is combined with a more secure driver's license?

Americans are primarily unconcerned about a combined border ID card/drivers license infringing on their civil liberties. Fifty-five percent of them are not concerned, and 24% of are only somewhat concerned.

Of Canadians, 53% are not concerned about civil liberties should this dual-purpose border card be instituted, and 23% or only somewhat concerned.

Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements:

36. The new requirements will help keep terrorists out of the United States/Canada.

Americans are not clearly convinced that the new requirements will keep terrorists out of the country, 44% agree that the new regulations will help and 51% disagree. Canadians are more optimistic the move will keep terrorists out of their country—53% agree the regulations will help.

38. There is no need for a special border crossing ID – a passport or current driver's license is identification enough.

Of Americans 68% agree that there is no need for an alternative border ID card, and 70% of Canadians agree.

39. This is a necessary step in keeping America/Canada safe from terrorists.

56% of Americans disagree that this is a necessary step to keep America safe from terrorists.