

	Total	Travel to US in past 12 months					Travel to US past 5 to 10 years				
		1	2-4	5+	No	Net: Yes	Several times a year	Once or twice a year	Once every couple of years	Never	Yes past 5-10 years But None in P12M
<b>Sample size</b>	1607	300	126	38	1142	464	231	470	527	380	783

*Regional sample sizes are unweighted. All other sample sizes, including column totals, are weighted to census data. Cells containing “\*” are statistically zero, though at least one response was received. Blank cells indicate zero responses received. Sample sizes below 100 should be interpreted with caution.*

Q1. First, have you travelled to the United States in the past 12 months?

	Total	Travel to US in past 12 months					Travel to US past 5 to 10 years				
		1	2-4	5+	No	Net: Yes	Several times a year	Once or twice a year	Once every couple of years	Never	Yes past 5-10 years But None in P12M
Yes, once	19%	100%				65%	25%	30%	16%	5%	
Yes, 2-4 times	8%		100%			27%	24%	13%	2%		
Yes, 5+ times	2%			100%		8%	11%	1%	1%		
No, have not	71%				100%		39%	56%	81%	95%	100%
Net: Yes	29%	100%	100%	100%		100%	61%	44%	19%	5%	

Q2. And for your most recent trip you made to the United States in the last 12 months, how were you travelling?

<b>Base = Yes in Q1</b>	464	300	126	38	-	464	140	206	98	20	-
	Total	Travel to US in past 12 months					Travel to US past 5 to 10 years				
		1	2-4	5+	No	Net: Yes	Several times a year	Once or twice a year	Once every couple of years	Never	Yes past 5-10 years But None in P12M
By air	46%	51%	43%	13%		46%	37%	49%	50%	50%	
By car	48%	45%	53%	60%		48%	59%	46%	38%	41%	
By bus	2%	2%	0%	4%		2%	1%	2%	3%	5%	
By train	1%	0%		13%		1%	1%	1%	4%		
By ferry	0%	0%				0%		0%			
Other/mixed (down one way, back another)	3%	1%	3%	11%		3%	2%	2%	4%	4%	

Q3. Would you say that during 2025 your general perception of the U.S. as a travel destination has become...

<b>Base = All</b>	1607	300	126	38	1142	464	231	470	527	380	783
	Total	Travel to US in past 12 months					Travel to US past 5 to 10 years				
		1	2-4	5+	No	Net: Yes	Several times a year	Once or twice a year	Once every couple of years	Never	Yes past 5-10 years But None in P12M
Much more positive	3%	3%	9%	31%	2%	7%	6%	6%	2%	1%	2%
A bit more positive	2%	1%	3%	15%	1%	3%	3%	1%	2%	1%	1%
About the same	18%	29%	39%	18%	13%	31%	20%	19%	15%	20%	11%
A bit more negative	13%	21%	19%	6%	11%	19%	11%	16%	11%	14%	10%
Much more negative	64%	46%	30%	30%	73%	40%	60%	58%	69%	65%	76%
Net: More positive	5%	5%	12%	47%	3%	10%	8%	7%	4%	2%	3%
Net: More negative	77%	66%	49%	36%	84%	59%	71%	74%	81%	79%	86%

Q3.5. Have you observed different treatment toward you or other Canadians in your travels to the U.S. over the last 12 months?

<b>Base = Yes in Q1</b>	464	300	126	38	-	464	140	206	98	20	-
	Total	Travel to US in past 12 months					Travel to US past 5 to 10 years				
		1	2-4	5+	No	Net: Yes	Several times a year	Once or twice a year	Once every couple of years	Never	Yes past 5-10 years But None in P12M
Yes, people are friendlier	17%	13%	16%	55%		17%	18%	17%	19%	10%	
Yes, people are less friendly	18%	20%	17%	6%		18%	15%	21%	20%	10%	
No, about the same	64%	67%	67%	38%		64%	68%	62%	62%	80%	
Net: Yes	36%	33%	33%	62%		36%	32%	38%	38%	20%	

Q4. [Wait times] Overall, thinking back to your most recent trip to the United States, how would you rate your experience with the U.S. Customs and Border Protection on each of the following measures?

	Total	Travel to US in past 12 months					Travel to US past 5 to 10 years				
		1	2-4	5+	No	Net: Yes	Several times a year	Once or twice a year	Once every couple of years	Never	Yes past 5-10 years But None in P12M
Very poor - it was painful	5%	5%	3%	17%		5%	4%	6%	6%	8%	
Moderately poor	12%	12%	9%	21%		12%	9%	12%	15%	21%	
Moderately good	37%	37%	41%	17%		37%	36%	35%	45%	24%	
Very good - it was quite easy	46%	45%	47%	45%		46%	51%	48%	34%	47%	
Net: Poor	17%	17%	12%	38%		17%	13%	18%	21%	29%	
Net: Good	83%	83%	88%	62%		83%	87%	82%	79%	71%	

Q4. [Courtesy of border agents] Overall, thinking back to your most recent trip to the United States, how would you rate your experience with the U.S. Customs and Border Protection on each of the following measures?

	Total	Travel to US in past 12 months					Travel to US past 5 to 10 years				
		1	2-4	5+	No	Net: Yes	Several times a year	Once or twice a year	Once every couple of years	Never	Yes past 5-10 years But None in P12M
Very poor - it was painful	5%	5%	4%	16%		5%	5%	5%	6%	7%	
Moderately poor	11%	12%	10%	8%		11%	6%	14%	13%	8%	
Moderately good	44%	51%	33%	23%		44%	41%	37%	61%	49%	
Very good - it was quite easy	40%	33%	53%	54%		40%	49%	44%	20%	35%	
Net: Poor	16%	17%	14%	24%		16%	10%	19%	19%	15%	
Net: Good	84%	83%	86%	76%		84%	90%	81%	81%	85%	

Q4. [The border-crossing experience overall] Overall, thinking back to your most recent trip to the United States, how would you rate your experience with the U.S. Customs and Border Protection on each of the following measures?

	Total	Travel to US in past 12 months					Travel to US past 5 to 10 years				
		1	2-4	5+	No	Net: Yes	Several times a year	Once or twice a year	Once every couple of years	Never	Yes past 5-10 years But None in P12M
Very poor - it was painful	4%	3%	5%	10%		4%	2%	5%	6%	7%	
Moderately poor	11%	13%	4%	22%		11%	7%	15%	9%	8%	
Moderately good	39%	46%	32%	11%		39%	38%	32%	53%	55%	
Very good - it was quite easy	46%	39%	59%	57%		46%	53%	49%	32%	30%	
Net: Poor	15%	16%	9%	32%		15%	9%	19%	15%	15%	
Net: Good	85%	84%	91%	68%		85%	91%	81%	85%	85%	

Q5. You indicated that your overall experience with U.S. Customs and Border Protection was poor. What made it so?

	Total	Travel to US in past 12 months					Travel to US past 5 to 10 years				
		1	2-4	5+	No	Net: Yes	Several times a year	Once or twice a year	Once every couple of years	Never	Yes past 5-10 years But None in P12M
<b>Base = Poor in any</b>	110	73	22	14	-	110	23	51	30	6	-
Wait times/line-up too long	58%	61%	56%	49%		58%	59%	64%	46%	71%	
Rude staff	50%	47%	53%	59%		50%	40%	59%	42%	53%	
Fear or anxiety about dealing with U.S. border officials	30%	36%	30%			30%	29%	29%	35%	24%	
Overly invasive questions	28%	31%	19%	28%		28%	38%	28%	16%	53%	
Racism/racial profiling	14%	15%	8%	18%		14%	16%	9%	18%	24%	
Political profiling	13%	16%	15%			13%	7%	20%	5%	24%	
Treatment of other travellers in line (e.g., observed confrontations)	13%	12%	27%			13%	9%	15%	11%	24%	
Request to unlock or inspect phone or electronic devices	11%	12%	4%	16%		11%	16%	13%		24%	
Confusion or inconsistency in rules (e.g., customs declarations, visas)	10%	11%	6%	10%		10%	12%	9%	6%	24%	
Went through luggage/belongings	7%	8%	2%	11%		7%	11%	3%	9%	24%	
Issues with travel documentation or paperwork	2%	1%		10%		2%	4%	3%			
Other things (Specify):	4%	6%				4%		3%	10%		

Q6. Now, thinking of before 2025, over the past five to ten years, excluding the COVID-19 pandemic, how often would you say you typically travelled to the United States for any reason?

<b>Base = All</b>	1607	300	126	38	1142	464	231	470	527	380	783
	Total	Travel to US in past 12 months					Travel to US past 5 to 10 years				
		1	2-4	5+	No	Net: Yes	Several times a year	Once or twice a year	Once every couple of years	Never	Yes past 5-10 years But None in P12M
Several times per year	14%	20%	44%	68%	8%	30%	100%				12%
Once or twice per year	29%	46%	48%	18%	23%	44%		100%			34%
Once every couple of years	33%	27%	8%	14%	38%	21%			100%		55%
Never	24%	7%			31%	4%				100%	

Q7. Compared to how often you used to travel to the U.S., would you say you are...

<b>Base = Exclude never in Q6</b>	1227	280	126	38	783	444	231	470	527	-	783
	Total	Travel to US in past 12 months					Travel to US past 5 to 10 years				
		1	2-4	5+	No	Net: Yes	Several times a year	Once or twice a year	Once every couple of years	Never	Yes past 5-10 years But None in P12M
Travelling there more often in 2025	4%	2%	16%	46%	1%	10%	8%	4%	3%		1%
Travelling there about the same amount	21%	34%	50%	26%	11%	38%	18%	25%	18%		11%
Travelling there less often in 2025	75%	64%	33%	28%	88%	52%	74%	71%	79%		88%

Q8. Why would you say you're travelling less often to the United States this year?

Base = Travelling less in Q7	922	179	42	10	690	232	171	333	417	-	690
	Total	Travel to US in past 12 months					Travel to US past 5 to 10 years				
		1	2-4	5+	No	Net: Yes	Several times a year	Once or twice a year	Once every couple of years	Never	Yes past 5-10 years But None in P12M
Concerns about political climate / safety	80%	79%	80%	37%	80%	77%	83%	79%	79%		80%
It's a way to stand up for Canada	69%	64%	67%	50%	71%	64%	76%	65%	70%		71%
Concerns about U.S. border agents or immigration enforcement	65%	58%	52%	75%	68%	57%	59%	66%	67%		68%
Fear of being detained or questioned at the border	54%	49%	30%	15%	57%	44%	51%	53%	55%		57%
Security concerns (crime, gun violence, protests, unrest)	46%	43%	43%	15%	47%	42%	36%	50%	46%		47%
Lack of desire to visit	46%	44%	38%	35%	47%	42%	45%	40%	50%		47%
Exchange rate (weaker Canadian dollar)	44%	49%	52%	38%	42%	49%	43%	45%	43%		42%
Might encounter anti-Canadian sentiment	35%	36%	27%	15%	35%	33%	37%	37%	32%		35%
Rising costs of travel (gas, flights, accommodation)	33%	37%	26%	35%	32%	35%	20%	35%	37%		32%
Travel insurance costs or limitations	9%	8%	5%		9%	7%	7%	9%	9%		9%
Other (specify)	7%	5%		25%	7%	5%	7%	6%	7%		7%

Q8.5. [Net Concerned] How concerned are you personally about the following when crossing the U.S. border in the future, let's say in the next year or two?

Base = Exclude never in Q6	1065	280	126	38	621	444	212	406	447	-	621
	Total	Travel to US in past 12 months					Travel to US past 5 to 10 years				
		1	2-4	5+	No	Net: Yes	Several times a year	Once or twice a year	Once every couple of years	Never	Yes past 5-10 years But None in P12M
Being detained, questioned, or searched more thoroughly than usual	59%	54%	30%	30%	69%	45%	54%	56%	64%		69%
Having your phone or devices inspected	62%	59%	36%	23%	70%	50%	59%	57%	67%		70%
Being denied entry for unclear reasons	55%	50%	32%	21%	63%	42%	47%	53%	59%		63%
Racial, ethnic, or political profiling by border officers	40%	39%	25%	15%	45%	33%	37%	40%	42%		45%
Crossing with your children or family members	40%	37%	20%	15%	47%	31%	34%	38%	46%		47%
Privacy concerns regarding personal information	61%	54%	39%	29%	71%	47%	62%	58%	64%		71%
Wait times and staffing at border crossings	35%	31%	36%	23%	37%	32%	33%	33%	37%		37%

Q8.5. [Net Not Concerned] How concerned are you personally about the following when crossing the U.S. border in the future, let's say in the next year or two?

	Total	Travel to US in past 12 months					Travel to US past 5 to 10 years				
		1	2-4	5+	No	Net: Yes	Several times a year	Once or twice a year	Once every couple of years	Never	Yes past 5-10 years But None in P12M
Being detained, questioned, or searched more thoroughly than usual	39%	45%	70%	54%	29%	53%	45%	42%	34%		29%
Having your phone or devices inspected	37%	39%	64%	61%	29%	48%	41%	41%	31%		29%
Being denied entry for unclear reasons	44%	48%	68%	61%	36%	55%	51%	46%	39%		36%
Racial, ethnic, or political profiling by border officers	58%	59%	74%	69%	54%	64%	63%	59%	55%		54%
Crossing with your children or family members	51%	52%	74%	63%	45%	59%	59%	54%	45%		45%
Privacy concerns regarding personal information	37%	45%	60%	55%	28%	50%	37%	40%	34%		28%
Wait times and staffing at border crossings	62%	68%	63%	60%	59%	66%	65%	64%	58%		59%

Q8.5. [Being detained, questioned, or searched more thoroughly than usual] How concerned are you personally about the following when crossing the U.S. border in the future, let's say in the next year or two?

	Total	Travel to US in past 12 months					Travel to US past 5 to 10 years				
		1	2-4	5+	No	Net: Yes	Several times a year	Once or twice a year	Once every couple of years	Never	Yes past 5-10 years But None in P12M
Very concerned	27%	20%	7%	12%	36%	16%	27%	25%	30%		36%
Concerned	32%	34%	24%	18%	33%	29%	28%	31%	34%		33%
Not that concerned	20%	24%	31%	3%	17%	24%	21%	19%	20%		17%
Not concerned at all	19%	21%	38%	51%	13%	29%	24%	23%	14%		13%
Not sure/Can't say	2%	1%		16%	2%	2%	1%	2%	2%		2%
Net: Concerned	59%	54%	30%	30%	69%	45%	54%	56%	64%		69%
Net: Not concerned	39%	45%	70%	54%	29%	53%	45%	42%	34%		29%

Q8.5. [Having your phone or devices inspected] How concerned are you personally about the following when crossing the U.S. border in the future, let's say in the next year or two?

	Total	Travel to US in past 12 months					Travel to US past 5 to 10 years				
		1	2-4	5+	No	Net: Yes	Several times a year	Once or twice a year	Once every couple of years	Never	Yes past 5-10 years But None in P12M
Very concerned	34%	26%	13%	9%	43%	21%	33%	32%	37%		43%
Concerned	27%	33%	24%	14%	26%	28%	26%	25%	30%		26%
Not that concerned	20%	19%	30%	11%	18%	22%	19%	20%	19%		18%
Not concerned at all	17%	20%	33%	50%	11%	26%	22%	20%	12%	100%	11%
Not sure/Can't say	2%	2%		16%	1%	2%		2%	2%		1%
Net: Concerned	61%	59%	36%	23%	70%	49%	59%	57%	67%		70%
Net: Not concerned	37%	39%	64%	61%	29%	48%	41%	41%	31%	100%	29%

Q8.5. [Being denied entry for unclear reasons] How concerned are you personally about the following when crossing the U.S. border in the future, let's say in the next year or two?

	Total	Travel to US in past 12 months					Travel to US past 5 to 10 years				
		1	2-4	5+	No	Net: Yes	Several times a year	Once or twice a year	Once every couple of years	Never	Yes past 5-10 years But None in P12M
Very concerned	26%	21%	18%	8%	31%	19%	23%	26%	27%		31%
Concerned	28%	29%	14%	13%	32%	23%	24%	26%	32%		32%
Not that concerned	26%	28%	34%	14%	24%	28%	27%	26%	25%	10%	24%
Not concerned at all	18%	21%	34%	47%	12%	27%	24%	19%	13%	90%	12%
Not sure/Can't say	2%	2%	0%	18%	1%	3%	2%	2%	2%		1%
Net: Concerned	54%	50%	32%	21%	63%	42%	47%	53%	59%		63%
Net: Not concerned	44%	48%	68%	61%	36%	55%	51%	46%	39%	100%	36%

Q8.5. [Racial, ethnic, or political profiling by border officers] How concerned are you personally about the following when crossing the U.S. border in the future, let's say in the next year or two?

	Total	Travel to US in past 12 months					Travel to US past 5 to 10 years				
		1	2-4	5+	No	Net: Yes	Several times a year	Once or twice a year	Once every couple of years	Never	Yes past 5-10 years But None in P12M
Very concerned	21%	16%	14%	4%	26%	15%	18%	21%	23%		26%
Concerned	19%	22%	10%	11%	19%	18%	18%	19%	19%		19%
Not that concerned	25%	26%	23%	17%	26%	24%	26%	25%	25%	100%	26%
Not concerned at all	33%	34%	52%	51%	28%	40%	37%	34%	31%		28%
Not sure/Can't say	2%	2%	1%	16%	1%	3%	0%	2%	3%		1%
Net: Concerned	40%	39%	25%	15%	45%	33%	37%	40%	42%		45%
Net: Not concerned	58%	60%	74%	69%	54%	65%	63%	59%	55%	100%	54%

Q8.5. [Crossing with your children or family members] How concerned are you personally about the following when crossing the U.S. border in the future, let's say in the next year or two?

	Total	Travel to US in past 12 months					Travel to US past 5 to 10 years				
		1	2-4	5+	No	Net: Yes	Several times a year	Once or twice a year	Once every couple of years	Never	Yes past 5-10 years But None in P12M
Very concerned	20%	15%	5%	6%	25%	12%	18%	17%	23%		25%
Concerned	21%	21%	15%	9%	22%	19%	16%	21%	22%		22%
Not that concerned	24%	29%	32%	7%	22%	28%	26%	25%	23%		22%
Not concerned at all	27%	24%	42%	56%	24%	32%	33%	29%	22%	100%	24%
Not sure/Can't say	8%	10%	6%	22%	7%	10%	7%	8%	10%		7%
Net: Concerned	40%	37%	20%	15%	47%	30%	34%	38%	46%		47%
Net: Not concerned	51%	53%	74%	63%	45%	60%	59%	54%	45%	100%	45%

Q8.5. [Privacy concerns regarding personal information] How concerned are you personally about the following when crossing the U.S. border in the future, let's say in the next year or two?

	Total	Travel to US in past 12 months					Travel to US past 5 to 10 years				
		1	2-4	5+	No	Net: Yes	Several times a year	Once or twice a year	Once every couple of years	Never	Yes past 5-10 years But None in P12M
Very concerned	31%	24%	14%	17%	39%	21%	31%	29%	33%		39%
Concerned	30%	29%	25%	13%	32%	26%	31%	28%	30%		32%
Not that concerned	22%	26%	32%	11%	18%	26%	19%	21%	23%		18%
Not concerned at all	15%	19%	27%	44%	9%	24%	19%	19%	10%	90%	9%
Not sure/Can't say	2%	2%	1%	16%	2%	3%	0%	2%	3%	10%	2%
Net: Concerned	61%	53%	39%	29%	71%	47%	62%	58%	64%		71%
Net: Not concerned	37%	45%	60%	55%	28%	50%	37%	40%	34%	90%	28%

Q8.5. [Wait times and staffing at border crossings] How concerned are you personally about the following when crossing the U.S. border in the future, let's say in the next year or two?

	Total	Travel to US in past 12 months					Travel to US past 5 to 10 years				
		1	2-4	5+	No	Net: Yes	Several times a year	Once or twice a year	Once every couple of years	Never	Yes past 5-10 years But None in P12M
Very concerned	10%	8%	9%	8%	11%	8%	10%	11%	9%		11%
Concerned	25%	22%	27%	15%	26%	23%	23%	22%	28%	10%	26%
Not that concerned	40%	43%	37%	15%	41%	39%	35%	41%	42%		41%
Not concerned at all	22%	26%	26%	46%	18%	27%	30%	23%	16%	90%	18%
Not sure/Can't say	4%	1%	1%	16%	5%	3%	2%	3%	5%		5%
Net: Concerned	35%	30%	36%	23%	37%	31%	33%	33%	37%	10%	37%
Net: Not concerned	62%	68%	63%	60%	59%	66%	65%	64%	58%	90%	59%

Q9. Thinking about the current political and social climate in the United States, how comfortable or uncomfortable do you feel about travelling to the U.S. over the winter?

Base = All	1607	300	126	38	1142	464	231	470	527	380	783
	Total	Travel to US in past 12 months					Travel to US past 5 to 10 years				
		1	2-4	5+	No	Net: Yes	Several times a year	Once or twice a year	Once every couple of years	Never	Yes past 5-10 years But None in P12M
Very comfortable	12%	16%	32%	39%	8%	22%	21%	15%	10%	7%	9%
Comfortable	13%	18%	26%	17%	11%	20%	15%	16%	12%	12%	11%
Uncomfortable	18%	25%	23%	18%	15%	24%	19%	19%	20%	12%	17%
Very uncomfortable	52%	36%	17%	6%	62%	28%	42%	47%	54%	61%	62%
Not sure/Can't say	4%	5%	3%	19%	4%	6%	2%	3%	4%	8%	2%
Net: comfortable	26%	34%	58%	57%	19%	42%	36%	31%	22%	19%	20%
Net: uncomfortable	70%	61%	39%	24%	77%	52%	62%	67%	74%	73%	78%

Q10. If you've decided not to travel to the U.S. this year, did you/do you plan to travel elsewhere instead?

Base = Travelling less in Q7	922	179	42	10	690	232	171	333	417	-	690
	Total	Travel to US in past 12 months					Travel to US past 5 to 10 years				
		1	2-4	5+	No	Net: Yes	Several times a year	Once or twice a year	Once every couple of years	Never	Yes past 5-10 years But None in P12M
Yes, within Canada	42%	44%	37%	19%	42%	42%	51%	42%	38%		42%
Yes, to Mexico	21%	23%	23%	6%	21%	22%	29%	21%	18%		21%
Yes, internationally (outside North America)	42%	54%	55%	39%	38%	54%	57%	45%	33%		38%
No	13%	6%	9%		16%	6%	9%	13%	15%		16%
Not sure yet	14%	10%	10%	42%	15%	12%	6%	13%	19%		15%
Net: Yes	73%	84%	81%	58%	69%	82%	85%	74%	66%		69%

Q11. Overall, how would you describe your reaction to this new rule? (provide fingerprints before departure.)

Base = All	1607	300	126	38	1142	464	231	470	527	380	783
	Total	Travel to US in past 12 months					Travel to US past 5 to 10 years				
		1	2-4	5+	No	Net: Yes	Several times a year	Once or twice a year	Once every couple of years	Never	Yes past 5-10 years But None in P12M
Very concerned – it feels invasive	47%	35%	23%	11%	54%	30%	44%	43%	50%	50%	56%
Concerned	18%	21%	11%	18%	18%	18%	14%	18%	19%	17%	18%
Not very concerned	16%	21%	31%	20%	13%	24%	18%	18%	17%	12%	15%
Not at all concerned – countries have the right to collect this information	14%	20%	32%	34%	10%	24%	21%	17%	10%	13%	9%
Not sure/Can't say	5%	4%	4%	16%	5%	5%	3%	3%	4%	8%	3%
Net: concerned	65%	55%	34%	30%	72%	47%	58%	61%	70%	67%	73%
Net: not concerned	30%	41%	62%	54%	23%	48%	39%	35%	26%	25%	24%

Q12. Which statement is closer to your own point of view?

	Total	Travel to US in past 12 months					Travel to US past 5 to 10 years				
		1	2-4	5+	No	Net: Yes	Several times a year	Once or twice a year	Once every couple of years	Never	Yes past 5-10 years But None in P12M
Canada should introduce similar fingerprinting rules for long-stay American visitors	42%	44%	46%	44%	41%	44%	43%	44%	39%	42%	40%
Canada should not introduce similar rules	39%	42%	29%	28%	40%	37%	40%	39%	41%	37%	42%
Not sure/Can't say	19%	14%	25%	28%	19%	19%	18%	17%	20%	20%	18%