



MAPLE MIGRATION STUDY

UNDERSTANDING THE IMPACT OF TARIFFS ON TRAVEL BEHAVIOUR
AND INVESTMENT OF CANADIANS WHO TRAVEL TO THE U.S.

In an era of shifting trade policies and economic tensions, Canadians who regularly travel south of the border find themselves at a unique intersection of cross-border living and international trade disputes. As tariffs reshape the economic landscape, how are frequent visitors – and potentially part-time residents – in the U.S. adapting their lifestyles, purchasing decisions, and travel patterns?

Ipsos' Maple Migration study provides unprecedented insights into the experiences, perceptions, and behavioral changes of Canadians who regularly spend extended periods in the United States. A unique combination of quantitative and qualitative research using Ipsos' proprietary Online Communities, *Maple Migration* provides organizations with valuable understanding of this affluent demographic's response to evolving economic pressures. Ipsos communities excel at matching a topic with an audience that wants to engage on it.

What the Initial Four Week Study Covers

Cross-Border Living Realities: How Canadian snow & sunbirds **perceive and experience the impacts of U.S. tariffs** on their dual-country lifestyle.

Consumer Behavior Shifts: Examination of **changing purchasing patterns, property investment decisions, and spending habits** in both countries as a result of tariff implementations.

Future Planning and Adaptations: How snow & sunbirds are **adjusting their long-term plans, travel durations, and financial strategies** in response to economic pressures.

This study is ideal for organizations looking to gain strategic insights with rich quantitative and qualitative data on:

- The **real-world impact of tariffs and U.S. government commentary** on a demographic that regularly traverses the Canada-U.S. border
- **Reasons for changes in behaviour** – economic or to make a “statement”
- **Property investment and maintenance decisions** under economic pressure, and whether decisions are temporary (rent out home or timeshare, etc.) or they plan to sell; **stickiness of decisions**
- **Travel duration adjustments** and **alternative destination considerations**
- **Financial planning adaptations** for cross-border living, including changes to U.S. bank accounts, credit cards, and insurance products, **brand loyalty**
- Impacts on **car rentals, hotels, AirBNBs, etc.**
- Impacts on **family visits with U.S. relatives** and vacations
- If they still plan to visit the U.S., **what has changed**, and what has not



Timing & Methodology

An online sample of **250 Canadians** who either own property or timeshares in the U.S., or who spend at least a month a year there on average over the last three years.

The initial **four-week engagement** features a qualitative/quantitative online community that measures views on the topics outlined, after which time the **community remains active** for ad hoc engagement at an additional cost.



Initial Four Week Engagement

The initial four-week engagement will proceed as follows:

- *Ipsos initial client engagement for early subscribers*
- Week 1 – quant, baseline read, and “getting to know you”
- Week 2 – sector specific (airlines, banks, real estate, etc.)
- *Ipsos second client engagement for all subscribers*
- Week 3 and 4 – follow ups and future-casting

Early subscribers can have input into the questions, topics and themes for weeks one and two, as well as input on what we cover in weeks three and four.

After Week 4

Final report to clients and **à la carte engagement** on any topic at a cost that varies based on the engagement.

Online Community Approach

Unique insights available only through a community may include:

- Discussion forums and blogs capturing evolving sentiments
- Targeted surveys on specific tariff impacts

The platform is enhanced by Ipsos' proprietary AI-powered analysis tools, which transforms static research into multidimensional human understanding. It's also device-agnostic, ensuring respondents can participate whether they're in Canada or the U.S. You can log in anytime to view results.

Cost & Deliverables

This initial four-week study is available as an add-on at additional cost to the [Trump, Tariffs and Turmoil](#) study, or on its own. Please contact us for pricing details.

How does an Ipsos Community work?

Communities are an **“always on” human collective**. They combine **quantitative and qualitative** research and allow follow-ups and direct engagement. While incentives are used, popular topics like this one generate discussion because members *want* to talk about these issues. You can **access them anytime, anywhere**, during the initial four weeks and beyond.

For more information or a demo, please contact:

Gregory Jack

Senior Vice President,
Public Affairs

Gregory.Jack@Ipsos.com

Naumi Haque

Senior Vice President,
Market Strategy & Understanding

Naumi.Haque@Ipsos.com

Robin Seed

Vice President,
Online Communities Canada

Robin.Seed@Ipsos.com