MAPLE MIGRATION

UNDERSTANDING THE IMPACT OF TARIFFS ON THE CANADIAN SNOW AND SUNBIRD COMMUNITY

In an era of shifting trade policies and economic tensions, Canadian snow & sunbirds find themselves at a unique intersection of cross-border living and international trade disputes. As tariffs reshape the economic landscape, how are these seasonal residents adapting their lifestyles, purchasing decisions, and travel patterns?

Ipsos' Maple Migration Community of snow & sunbirds offers unprecedented insights into the experiences, perceptions, and behavioural changes of Canadians who regularly spend extended periods in the United States. This specialized qualitative online community research provides organizations with valuable understanding of this affluent demographic's response to evolving economic pressures.

What the 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 Behaviour 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 qualitative data on:

- The **real-world impact of tariffs** on a demographic that regularly traverses the Canada-U.S. border

- **Changing consumption patterns and brand loyalties** in both countries

- **Property investment and maintenance decisions** under economic pressure

- **Travel duration adjustments** and **alternative destination considerations**

- **Financial planning adaptations** for cross-border living

Timing & Methodology

This research will be conducted through an immersive online community engaging 50 Canadian snow & sunbirds – defined as Canadians who own property in the U.S., spend winters or summers there, or regularly travel to the U.S. for extended periods for leisure activities.

Community Approach

The study leverages Ipsos' proven "engagement-first" approach, creating a collaborative, always-on environment that fosters authentic insights from snow & sunbirds eager to share their experiences. Participants engage through a robust suite of qualitative and quantitative research tools including:

- Video interviews and live chats for real-time feedback

- Discussion forums and blogs capturing evolving sentiments

- Personal diaries documenting cross-border experiences

- Targeted surveys on specific tariff impacts

- Co-creation activities for solution development

All insights are enhanced by Ipsos' proprietary AI-powered analysis tools, transforming static research into multidimensional human understanding. The community platform is device-agnostic, ensuring snow & sunbirds can participate whether they're in Canada or the U.S.

Cost & Deliverables

This study is available as an add-on at additional cost to the Trump, Tariffs and Turmoil study, or on its own. A discount may apply when purchasing both the Trump, Tariffs and Turmoil study and the Maple Migration Community together.

The investment includes full access to community insights, comprehensive analysis of findings, and strategic implications presented by senior Ipsos researchers. Custom question opportunities and tailored analysis for your organization's specific needs are available upon request.

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