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### Half (51%) of Canadians Not Confident They Will Take a Winter Vacation This Year

Cost Cited as Main Barrier; Average Winter Holiday Now Costs \$2,706 (+5%)

**Toronto, ON, December 3, 2019** — For many across Canada, there's no denying the arrival of winter as the temperatures drop, days get shorter, and snow accumulates outside. While some will take advantage of the freshly fallen powder and hit the ski slopes, others will escape the cold altogether and opt for cocktails on a sandy beach. However, a recent study by Ipsos on behalf of Allianz Global Assistance has found that a winter vacation may be out of reach for many Canadians; half (51%) are not confident (18% not very/32% not at all) that they will take a winter vacation this year. This means that there is a "vacation deficit" in Canada, as the study also found that 7 in 10 (72%) Canadians believe that an annual vacation is important (38% very/34% somewhat).

Of those who say they are not confident that they will take a winter vacation this year, money is cited as the biggest reason; two-thirds (66%) say they don't have the budget to get away. This particularly is felt strongly among Millennials (75%) and Gen Xers (73%) and less by Boomers (55%). Other reasons for not taking a vacation include:

Reason	Percentage
Just don't want to go	13%
Too many family responsibilities	7%
Do not have time	5%
Concerned about economic downturn	3%
Other	6%

These concerns over money are not unwarranted; it seems that winter vacations are also becoming more expensive. When including travel, accommodations, and entertainment into their calculations, Canadians expect to spend an average of \$2,706 on their winter vacation. A 5% increase from last year, this is the highest average estimated spend since the inception of the survey four years ago.

With many Canadians feeling their pocketbooks being pinched, it is understandable that many would stay at home instead. However, certain groups are feeling the pinch more than others. For example, those aged 18-34 years estimate they will spend \$2,205 on their winter holiday, with those aged 35-54 years spending a little more (\$2,570). Canadians aged 55 years and over will be the big spenders when it comes to winter vacations; the average getaway within this age group averages \$3,299. Regionally, the average anticipated spend is highest in the Prairie Provinces at \$3,365 and lowest in Quebec (\$1,908). Those living in Ontario expect to spend an average of \$3,012.



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All this spending means that Canadians are expected to spend over \$13.5 billion on hitting the slopes, fun in the sun, or some other unforgettable holiday. Though for a significant portion of Canadian households, this year could be the year they discover the joys of the winter staycation.

### About the Study

These are some of the findings of an Ipsos poll conducted between October 25 and 29, 2019, on behalf of Allianz Global Assistance. For this survey, a sample of 2,002 Canadian adults aged 18 years and over was interviewed. Weighting was then employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within  $\pm 2.5$  percentage points, 19 times out of 20, had all Canadian adults been polled. The credibility interval will be wider among subsets of the population. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

### For more information on this news release, please contact:

Sean Simpson  
Vice President, Canada  
Public Affairs  
+1 416 324-2002  
[sean.simpson@ipsos.com](mailto:sean.simpson@ipsos.com)

Chris Chhim  
Account Manager, Canada  
Public Affairs  
+1 514 904-4336  
[chris.chhim@ipsos.com](mailto:chris.chhim@ipsos.com)



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