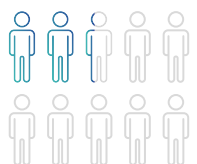


# 77% OF CANADIANS DO NOT PLAN TO TRAVEL THIS HOLIDAY SEASON. HALF (54%) SAY THIS IS BECAUSE OF INFLATION.

NOVEMBER 8, 2023

## HOLIDAY TRAVEL



23%

Of Canadians plan on travelling this holiday season

Those aged 18 – 34 are more likely to travel this holiday season (34%), compared to those aged 35-54 (24%) and 55+ (14%).

A third of those with children (33%) say they will travel this holiday season compared to those without children (19%).

## BUDGET TROUBLE

77%

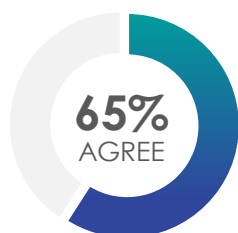
Of Canadians do not plan on travelling this holiday season

54%

Of Canadians who do not plan on travelling this holiday season say this is because of inflation.

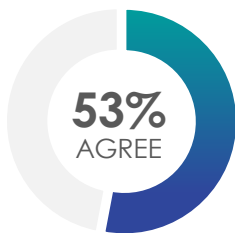
Almost eight in 10 will not travel this holiday season. Half of those who will not travel say this is because of inflation. This is felt more in Quebec (65%) compared to Ontario (50%) and among Millennials (60%) compared to Boomers (48%).

## COST & COMPROMISE



I can't afford both my holiday spending budget and holiday travel

Two thirds (65%) of non-travelers say they can't afford both their holiday spending budget and their holiday travel. Around half say they are cutting back on travel so they can afford holiday spending.

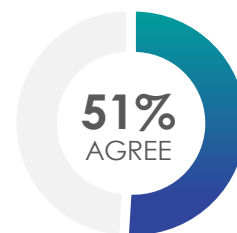


I am cutting back on holiday travel so I can afford my holiday spending budget



I am spending less on holiday travel this year

Half (50%) of Canadians who plan to travel are spending less on holiday travel this year and the same proportion are travelling somewhere different to normal because of the increased cost.



I am travelling somewhere different than I normally would this year because of increased cost

# ABOUT THIS MEDIA RELEASE

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## ABOUT THE STUDY

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These are some of the findings of an Ipsos poll conducted between October 20 to 23, 2023, on behalf of Global News. For this survey, a sample of 1,000 Canadians aged 18+ was interviewed. Quotas and weighting were employed to ensure that the sample's composition reflects that of the Canadian population according to census parameters. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within  $\pm 3.5$  percentage points, 19 times out of 20, had all Canadians aged 18+ 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.

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