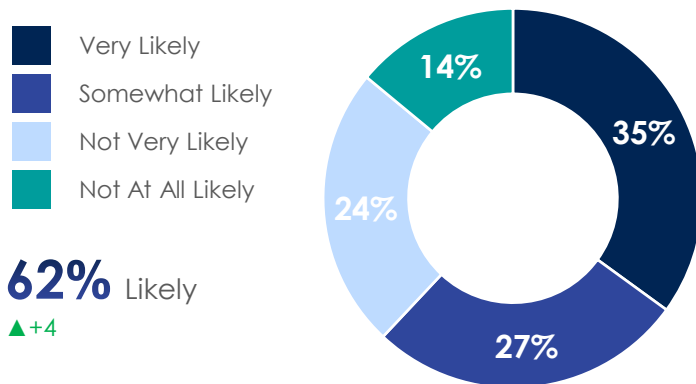


# EIGHT IN TEN (79%, +8) CANADIANS REALLY NEED A SUMMER VACATION, BUT MANY (67%, +5) WILL SCALE BACK THEIR PLANS DUE TO INFLATION

MAY 24, 2024

## MORE ARE LIKELY TO TAKE A VACATION THIS SUMMER

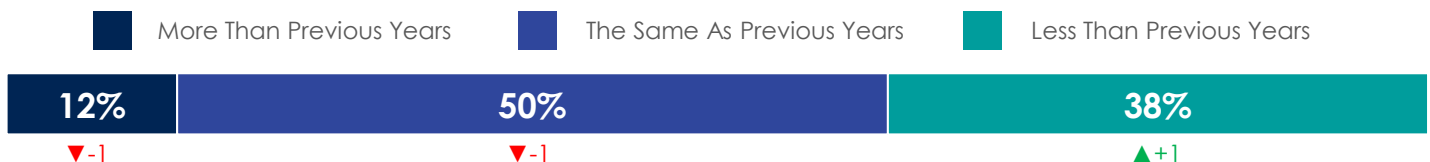
How likely are you to take a summer vacation this year?



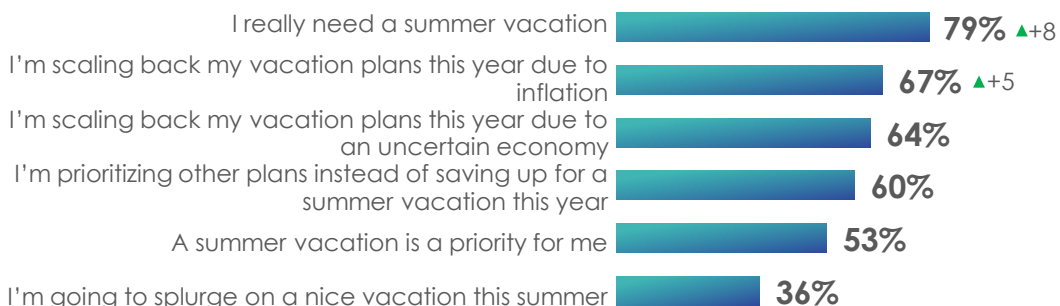
When asked how likely they are to take a summer vacation this year, six in ten (62%) Canadians say they are at least somewhat likely, an increase of four points since April 2023, demonstrating that some Canadians may be overcoming affordability challenges.

However, nineteen percent of Canadians say they can easily afford a vacation (-4); 26% say they can afford it with more saving (-1); 27% say it will be challenging but if they cut spending elsewhere to save up, they can afford it (no change); and 27% say there is no way they can afford it this year (+3). While half (50%) of Canadians anticipate spending about the same amount of money this year as last year, 38% anticipate spending less while just 12% think they'll spend more on their summer holiday this year.

## SPENDING ANTICIPATION



## AGREEMENT ON THE PRIORITY OF SUMMER VACATIONS



More Canadians feel the urge to travel this summer (79% +8), but more (67%, +5) are also scaling back their vacation plans due to inflation. In short, more will travel, but many will try to spend less.

# 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 May 10 to 13, 2024, 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  $\pm 3.8$  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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Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

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