



## FACTUM

### **Budget Constraints Keep Canadians Homebound This Holiday Season**

#### Financial Strains Affect Holiday Travel Plans

**Toronto, ON, December 10, 2024** A recent Ipsos poll conducted for Simplii Financial indicates that financial limitations are causing many Canadians to stay home this holiday season. Almost eighty percent of Canadians (79%) believe travel has become less affordable over the past five years.

#### *Desire for Travel Despite Financial Challenges*

While 56% of Canadians express a desire to travel for the holidays, they find it financially unfeasible. Among those traveling, 52% opt for local destinations, staying within their province. International travel is still on the radar for 37%, with the United States (42%) and Mexico and the Caribbean (26%) being top destinations for international travelers.

In response to rising costs, 68% of Canadians are modifying their travel plans by making compromises. These include selecting more affordable accommodations (23%), flying during off-peak times (18%), or using discount airlines (16%).

For detailed tables from this study, please refer to the link at the bottom of the page.





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### About the Study

These are some of the findings of an Ipsos poll conducted between November 8 and 15, on behalf of Simplii Financial. For this survey, a sample of 1,500 Canadians aged 18+ were interviewed online. Sample was sourced from the Ipsos panel. Weighting was 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  $\pm 3.1$  percentage points, 19 times out of 20, had all Canadians been polled. The credibility interval will be wider among subsets of the population.

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

Derek Brasier  
Vice President, Ipsos Public Affairs  
[derek.brasier@ipsos.com](mailto:derek.brasier@ipsos.com)

### About Ipsos

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"Game Changers" – our tagline – summarizes our ambition to help our 5,000 clients navigate with confidence our rapidly changing world.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1, 1999. The company is part of the SBF 120, Mid-60 indices, STOXX Europe 600 and is eligible for the Deferred Settlement Service (SRD).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP  
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