How confident are you that you'll take a winter vacation this year (between and including December 2025 and March 2026)?

		Gender			AGE			Generation			
	Total	Male	Female	Other/Prefer not to answer	18-34	35-54	55+	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	K	L	M	N
Base: All Respondents (unwtd)	**2001**	**921**	**1060**	**20**	**439**	**816**	**746**	**198**	**648**	**597**	**558**
Base: All Respondents (wtd)	**2001**	**969**	**1012**	**20**	**562**	**692**	**746**	**277**	**644**	**506**	**575**
Top 2 Box (Net)	915	491	423	1	282	343	290	134	337	232	212
	46%	51%	42%	7%	50%	50%	39%	48%	52%	46%	37%
		B		**	F	F		N	N	N	
Very confident	447	257	190	-	131	175	141	66	161	114	106
	22%	27%	19%	-	23%	25%	19%	24%	25%	23%	18%
		B		**		F			N		
Somewhat confident	468	234	233	1	151	168	149	68	176	118	106
	23%	24%	23%	7%	27%	24%	20%	24%	27%	23%	18%
				**	F				N		
Bottom 2 Box (Net)	1086	478	589	19	281	349	456	143	307	274	362
	54%	49%	58%	93%	50%	50%	61%	52%	48%	54%	63%
			A	**			DE				KLM
Not very confident	389	189	197	3	120	140	130	55	125	101	108
	19%	20%	19%	16%	21%	20%	17%	20%	19%	20%	19%
				**							
Not at all confident	696	289	392	15	160	210	327	88	182	172	254
	35%	30%	39%	77%	28%	30%	44%	32%	28%	34%	44%
			A	**			DE				KLM
Sigma	2001	969	1012	20	562	692	746	277	644	506	575
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Are you travelling outside of your home province or out of the country this holiday season (December)?

		Gender			AGE			Generation			
	Total	Male	Female	Other/Prefer not to answer	18-34	35-54	55+	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	K	L	M	N
Base: All Respondents (unwtd)	**2001**	**921**	**1060**	**20**	**439**	**816**	**746**	**198**	**648**	**597**	**558**
Base: All Respondents (wtd)	**2001**	**969**	**1012**	**20**	**562**	**692**	**746**	**277**	**644**	**506**	**575**
Yes	639	371	266	1	222	246	172	110	247	153	128
	32%	38%	26%	7%	39%	36%	23%	40%	38%	30%	22%
		B		**	F	F		MN	MN	N	
No	1362	597	746	19	341	447	575	166	397	353	446
	68%	62%	74%	93%	61%	64%	77%	60%	62%	70%	78%
			A	**			DE			KL	KLM
Sigma	2001	969	1012	20	562	692	746	277	644	506	575
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

How confident are you that you'll take a vacation in 2026?

		Gender			AGE			Generation			
	Total	Male	Female	Other/Prefer not to answer	18-34	35-54	55+	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	K	L	M	N
Base: All Respondents (unwtd)	**2001**	**921**	**1060**	**20**	**439**	**816**	**746**	**198**	**648**	**597**	**558**
Base: All Respondents (wtd)	**2001**	**969**	**1012**	**20**	**562**	**692**	**746**	**277**	**644**	**506**	**575**
Top 2 Box (Net)	1379	684	690	5	412	488	479	197	459	361	361
	69%	71%	68%	24%	73%	70%	64%	71%	71%	71%	63%
				**	F	F			N	N	
Very confident	698	367	330	1	193	249	256	89	233	190	185
	35%	38%	33%	3%	34%	36%	34%	32%	36%	37%	32%
		B		**							
Somewhat confident	681	317	359	4	220	239	223	108	226	172	176
	34%	33%	36%	21%	39%	35%	30%	39%	35%	34%	31%
				**	F						
Bottom 2 Box (Net)	622	285	322	15	150	205	268	80	185	145	213
	31%	29%	32%	76%	27%	30%	36%	29%	29%	29%	37%
				**			DE				LM
Not very confident	299	142	152	5	79	120	99	42	102	78	76
	15%	15%	15%	25%	14%	17%	13%	15%	16%	15%	13%
				**							
Not at all confident	323	143	170	10	71	84	168	37	83	66	137
	16%	15%	17%	51%	13%	12%	23%	13%	13%	13%	24%
				**			DE				KLM
Sigma	2001	969	1012	20	562	692	746	277	644	506	575
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

For your next vacation in 2026, where will your primary destination be?

		Gender			AGE			Generation			
	Total	Male	Female	Other/Prefer not to answer	18-34	35-54	55+	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	K	L	M	N
Base: All Answering (unwtd)	**1447**	**693**	**748**	**6**	**340**	**598**	**509**	**150**	**485**	**438**	**374**
Base: All Answering (wtd)	**1379**	**684**	**690**	**5**	**412**	**488**	**479**	**197**	**459**	**361**	**361**
Outside my home province but within Canada	520	279	238	2	143	194	183	63	171	143	143
	38%	41%	35%	45%	35%	40%	38%	32%	37%	40%	39%
		B		**							
US	160	80	79	1	55	65	40	30	66	35	29
	12%	12%	12%	15%	13%	13%	8%	15%	14%	10%	8%
				**	F	F		N	N		
Mexico/Caribbean	335	159	175	1	89	120	126	41	98	96	100
	24%	23%	25%	14%	22%	25%	26%	21%	21%	27%	28%
				**							
Europe	200	95	104	1	63	61	76	34	66	49	51
	15%	14%	15%	27%	15%	12%	16%	17%	14%	14%	14%
				**							
Other International destination	163	70	93	-	61	48	54	28	59	37	39
	12%	10%	13%	-	15%	10%	11%	14%	13%	10%	11%
				**	E						
Sigma	1379	684	690	5	412	488	479	197	459	361	361
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%