

How much do you anticipate spending on a vacation in 2026, including travel, accommodations, and entertainment?

		Primary Destination					Vacation importance	
	Total	Outside my home province but within Canada	US	Mexico/Caribbean	Europe	Other International destination	T2B	B2B
		I	J	K	L	M	N	O
Base: All Answering (unwtd)	1447	515	169	356	232	175	1269	178
Base: All Answering (wtd)	1379	520	160	335	200	163	1182	197
Base: All Answering (Excluding 0)	1367	512	160	335	200	160	1176	191
Mean (Excluding 0)	4169.5	2398.2	4200.7	4523.9		6456.8	4296.3	3388.4
STD. DEV.	4224.86	2469.71	3550.96	4107.32	4973.73	5800.64	4315.04	3530.96
STD. ERR.	111.3	109.25	273.15	217.69	326.54	441.01	121.27	266.92
Median	3000	2000	3000	3000	5000	5000	3000	2219.63

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J/K/L/M,N/O

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J/K/L/M,N/O

Minimum Base: 30 (**), Small Base: 100 (*)

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

	Total
Base: All Respondents (unwtd)	2001
Base: All Respondents (wtd)	2001
Top 2 Box (Net)	1379
	69%
Very confident	698
	35%
Somewhat confident	681
	34%
Bottom 2 Box (Net)	622
	31%
Not very confident	299
	15%
Not at all confident	323
	16%
Sigma	2001
	100%

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J/K/L/M,N/O

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J/K/L/M,N/O

Minimum Base: 30 (**), Small Base: 100 (*)

What are the barriers preventing you from taking a vacation in 2026?

	Total
Base: All Answering (unwtd)	554
Base: All Answering (wtd)	622
Cost of travel is too high (flights, accommodations, entertainment)	393
	63%
Economic uncertainty	223
	36%

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J/K/L/M,N/O

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J/K/L/M,N/O

Minimum Base: 30 (**), Small Base: 100 (*)

How has the current economic climate (e.g., inflation, interest rates, geopolitics) affected your travel plans for 2026?

		Take a vacation 2026 T2B
	Total	
		C
Base: All Answering (unwtd)	554	-
Base: All Answering (wtd)	622	-
I'm planning fewer trips	193	-
	31%	-
I'm choosing more affordable destinations	103	-
	17%	-
No impact	274	-
	44%	-
Sigma	703	-
	113%	-

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J/K/L/M,N/O

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J/K/L/M,N/O

Minimum Base: 30 (**), Small Base: 100 (*)

To what extent do you agree or disagree with the following: - I desperately need a vacation in 2026

		Take a vacation 2026	
	Total	T2B	B2B
		C	D
Base: All Respondents (unwtd)	2001	1447	554
Base: All Respondents (wtd)	2001	1379	622
Top 2 Box (Net)	1440	1114	326
	72%	81%	52%
		D	
Strongly agree	666	502	164
	33%	36%	26%
		D	
Somewhat agree	774	612	162
	39%	44%	26%
		D	
Bottom 2 Box (Net)	561	265	296
	28%	19%	48%
			C
Somewhat disagree	314	190	124
	16%	14%	20%
			C
Strongly disagree	247	75	171
	12%	5%	28%
			C
Sigma	2001	1379	622
	100%	100%	100%

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J/K/L/M,N/O

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J/K/L/M,N/O

Minimum Base: 30 (**), Small Base: 100 (*)

To what extent do you agree or disagree with the following: - Due to the weak Canadian dollar, I'll be scaling back my vacation plans in 2026

		Take a vacation 2026
	Total	T2B
		C
Base: All Respondents (unwtd)	2001	1447
Base: All Respondents (wtd)	2001	1379
Top 2 Box (Net)	1042	656
	52%	48%
Strongly agree	347	155
	17%	11%
Somewhat agree	695	501
	35%	36%
Bottom 2 Box (Net)	959	723
	48%	52%
		D
Somewhat disagree	591	489
	30%	35%
		D
Strongly disagree	369	234
	18%	17%
Sigma	2001	1379
	100%	100%

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J/K/L/M,N/O

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J/K/L/M,N/O

Minimum Base: 30 (**), Small Base: 100 (*)

How confident are you that your travel insurance will cover unexpected events like flight cancellations, natural disasters, or

	Take a vacation 2026
	T2B
	C
Base: All Answering (unwtd)	1447
Base: All Answering (wtd)	1379
Top 2 Box (Net)	991
	72%
	D
Very confident	315
	23%
	D
Somewhat confident	676
	49%
	D
Bottom 2 Box (Net)	258
	19%
Not very confident	203
	15%
Not at all confident	55
	4%
I don't have or buy travel insurance	130
	9%
Sigma	1379
	100%

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J/K/L/M,N/O

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J/K/L/M,N/O

Minimum Base: 30 (**), Small Base: 100 (*)

To what extent do you agree or disagree with the following: - Due to the weak Canadian dollar, I'll be scaling back my vacation plans in 2026 - HK5 = T2B

		Take a vacation 2026
	Total	T2B
		C
Base: All Answering (unwtd)	1447	1447
Base: All Answering (wtd)	1379	1379
Top 2 Box (Net)	656	656
	48%	48%
Strongly agree	155	155
	11%	11%
Somewhat agree	501	501
	36%	36%
Bottom 2 Box (Net)	723	723
	52%	52%
Somewhat disagree	489	489
	35%	35%
Strongly disagree	234	234
	17%	17%
Sigma	1379	1379
	100%	100%

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J/K/L/M,N/O

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