

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

	Total	Primary Destination						Vacation importance	
		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
<b>Base: All Answering (unwtd)</b>	<b>554</b>
<b>Base: All Answering (wtd)</b>	<b>622</b>
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	
		Total	T2B
		C	
<b>Base: All Answering (unwtd)</b>		<b>554</b>	-
<b>Base: All Answering (wtd)</b>		<b>622</b>	-
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
		C	D
<b>Base: All Respondents (unwtd)</b>		<b>2001</b>	<b>1447</b>
			<b>554</b>
<b>Base: All Respondents (wtd)</b>		<b>2001</b>	<b>1379</b>
			<b>622</b>
Top 2 Box (Net)		1440	1114
		72%	81%
		D	52%
Strongly agree		666	502
		33%	36%
		D	26%
Somewhat agree		774	612
		39%	44%
		D	26%
Bottom 2 Box (Net)		561	265
		28%	19%
		C	48%
Somewhat disagree		314	190
		16%	14%
		C	20%
Strongly disagree		247	75
		12%	5%
		C	28%
Sigma		2001	1379
		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
<b>Base: All Answering (unwtd)</b>	<b>1447</b>
<b>Base: All Answering (wtd)</b>	<b>1379</b>
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:

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