

# Despite Economic Slowdown, Seven in Ten (69%) Are Planning to Vacation this Year

*One in three (33%) say they'd consider taking a cruise for  
their next vacation*

Public Release Date: Monday, January 23, 2008, 6:00 AM EST



**Ipsos Reid**

*Ipsos Reid is Canada's market intelligence leader and the country's leading provider of public opinion research. With operations in eight cities, Ipsos Reid employs more than 300 research professionals and support staff in Canada. The company has the biggest network of telephone call centres in Canada, as well as the largest pre-recruited household and on-line panels. Ipsos Reid's Canadian marketing research and public affairs practices are staffed with seasoned research consultants with extensive industry-specific backgrounds, offering the premier suite of research vehicles in Canada—including the Ipsos Trend Report, the leading source of public opinion in the country—all of which provide clients with actionable and relevant information. Ipsos Reid is an Ipsos company, a leading global survey-based market research group. To learn more, visit [www.ipsos.ca](http://www.ipsos.ca)*

***For copies of other news releases, please visit  
<http://www.ipsos-na.com/news/>***

---

© Ipsos Reid

***Washington • New York • Chicago • Minneapolis • Seattle • San Francisco  
Vancouver • Edmonton • Calgary • Winnipeg • Toronto • Ottawa • Montreal***



## **Despite Economic Slowdown, Seven in Ten (69%) Are Planning to Vacation this Year**

***One in three (33%) say they'd consider taking a cruise for their  
next vacation***

**Toronto, ON** – In the midst of frigid temperatures and a sub-zero economic climate, seven in ten (69%) say they're planning on taking a vacation in the next year. When it comes to their destination of choice, half of Canadians (49%) say they plan to travel outside of Canada.

- British Columbians are most likely (56%) to say they'll take a vacation outside of Canada in the next year, followed by those living in Alberta (54%), Ontario (51%), Saskatchewan and Manitoba (49%), Quebec (43%), and Atlantic Canada (42%).

It appears that cruising might be picking up steam among Canadians as well. Two in ten (21%) have taken a cruise vacation in the past, and one in three (33%) say they'd consider taking a cruise for their next vacation.

- Albertans (44%) are most likely to say they'd consider a cruise for their next vacation, followed by those in British Columbia (41%), Ontario (40%), Atlantic Canada (34%), Saskatchewan and Manitoba (25%), and Quebec (17%).

*These are the findings of an Ipsos Reid poll conducted on behalf of TripHarbour from January 13 to 15, 2009. This online survey of 1043 Canadians was conducted via the Ipsos I-Say Online Panel, Ipsos Reid's national online panel. The results of this poll are based on a sample where quota sampling and weighting are employed to balance demographics and ensure that the sample's composition reflects that of the actual Canadian population according to Census data. Quota samples with weighting from the*

---

© Ipsos Reid

*Ipsos online panel provide results that are intended to approximate a probability sample. Statistical margins of error are not applicable to online polls, however, an unweighted probability sample of this size, with a 100% response rate, would have an estimated margin of error of +/- 3.1 percentage points, 19 times out of 20, had the entire adult population of Canada been polled.*

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

***Sean Simpson  
Research Manager  
Ipsos Reid  
Public Affairs  
(416) 572-4474***

***For full tabular results, please visit our website at [www.ipsos.ca](http://www.ipsos.ca). News Releases are available at: <http://www.ipsos-na.com/news/>***