

Majority (64%) of Canadians Plan to take a Vacation in Next 12 Months, Down 5 Points Since January

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Toronto, ON – Six in ten (64%) Canadians plan on taking a vacation (defined here as 3 days or more and further than 100km away from home) in the next twelve months, according to a new Ipsos Reid poll conducted on behalf of Triparbours.ca. The proportion of Canadians who say they'll vacation in the next twelve months is down 5 points since the beginning of this year.

Further, one in ten (13%) expect to take their next trip within 12 to 24 months from now, while just 3% say they'll wait to take their next vacation in two to three years from now. Two in ten Canadians (21%) don't know when they will take their next trip.

By the demos, some Canadians are more likely than others to get away in the next twelve months:

- Three quarters of B.C. residents (73%) plan on vacationing in the next twelve months, while seven in ten (70%) Albertans said the same. Seven in ten (68%) Saskatchewan/Manitoba residents plan on vacationing within the next year, while close to seven in ten (65%) Quebecers and Atlantic Canadians agree. Only six in ten (57%) Ontarians have plans to vacation in the next 12 months, perhaps reflecting the tougher economic climate in that province.



These are some of the findings of an Ipsos Reid poll conducted between September 14 and 17, 2009, on behalf of TripHarbour.com. For this survey, a national sample of 1,005 adults from Ipsos' Canadian online panel was interviewed online. Weighting was then employed to balance demographics and 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. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/-3.1 percentage points 19 times out of 20 of what the results would have been had the entire population of adults in Canada been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

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