



Cost driving summer vacation plans.

National survey released August 2024  
Field: June 28<sup>th</sup> to July 3<sup>rd</sup>, 2024  
Submission 2024-2627





Nanos Research was retained by CTV News to conduct research among Canadians to gauge how economic and environmental factors impact travel plans.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1018 Canadians, 18 years of age or older, between June 28<sup>th</sup> and July 3<sup>rd</sup>, 2024, as part of an omnibus survey.

The margin of error for this survey is  $\pm 3.1$  percentage points, 19 times out of 20.

This study was commissioned by CTV News and the research was conducted by Nanos Research.

# Most important factors when planning a holiday

Q – Please rank the importance of the following factors when making summer vacation plans where 1 is the most important, 2 the second most important and 3 the third most important.  
[RANDOMIZE]

	Rank 1 (n=1018)	Rank 2 (n=969)	Rank 3 (n=882)
Cost	52.3%	24.9%	15.8%
Weather/climate	15.9%	29.9%	28.1%
Amount of time off you get	14.6%	14.9%	14.7%
Distance	9.6%	25.9%	32.4%
Destination/Interest/activities	1.8%	1.2%	0.9%
Carbon emissions from travel	1.7%	2.3%	5.2%
Unsure	2.4%	0.4%	0.4%

Top mentions

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, June 28<sup>th</sup> to July 3<sup>rd</sup>, 2024, n=1018, accurate 3.1 percentage points plus or minus, 19 times out of 20.

# Most important factors when planning a holiday – First Ranked – Tracking

Q – Please rank the importance of the following factors when making summer vacation plans where 1 is the most important, 2 the second most important and 3 the third most important. [RANDOMIZE]

Top mentions

	July 2024 (n=1018)	June 2023 (n=1044)
Cost	52.3%	50.5%
Weather/climate	15.9%	17.7%
Amount of time off you get	14.6%	11.2%
Distance	9.6%	11.3%
Destination/interest/activities	1.8%	2.7%
Carbon emissions from travel	1.7%	1.4%
Family/friend obligations/availability	0.4%	1.3%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, June 28<sup>th</sup> to July 3<sup>rd</sup>, 2024, n=1018, accurate 3.1 percentage points plus or minus, 19 times out of 20.

## Most important factors when planning a holiday – First Ranked – by demographics

Q – Please rank the importance of the following factors when making summer vacation plans where 1 is the most important, 2 the second most important and 3 the third most important. [RANDOMIZE]

Top mentions	Canada (n=1018)	Atlantic (n=89)	Quebec (n=222)	Ontario (n=351)	Prairies (n=208)	BC (n=148)	Men (n=533)	Women (n=483)	18-34 (n=206)	35-54 (n=347)	55 plus (n=465)	
	Cost	52.3%	64.6%	47.9%	52.4%	59.8%	43.8%	50.7%	53.8%	56.7%	52.9%	48.9%
	Weather/climate	15.9%	8.6%	17.5%	16.5%	11.7%	20.0%	17.3%	14.5%	12.1%	13.0%	20.5%
	Amount of time off you get	14.6%	11.2%	14.7%	14.2%	16.2%	15.3%	15.9%	13.4%	19.8%	22.6%	5.0%
	Distance	9.6%	7.9%	13.4%	8.5%	9.4%	7.5%	9.6%	9.7%	6.8%	6.2%	14.1%
	Destination/Interest/activities	1.8%	-	2.3%	2.0%	-	3.3%	1.9%	1.6%	1.6%	2.1%	1.6%
	Carbon emissions from travel	1.7%	1.8%	1.3%	2.4%	1.0%	0.9%	1.8%	1.3%	1.5%	0.8%	2.4%
	Unsure	2.4%	3.0%	1.4%	1.8%	1.9%	6.1%	1.9%	2.9%	1.1%	1.6%	3.9%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, June 28<sup>th</sup> to July 3<sup>rd</sup>, 2024, n=1018, accurate 3.1 percentage points plus or minus, 19 times out of 20.

# METHODOLOGY



Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1018 Canadians, 18 years of age or older, between June 28<sup>th</sup> and July 3<sup>rd</sup>, 2024, as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The sample included both land- and cell-lines across Canada. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Canada.

Individuals randomly called using random digit dialling with a maximum of five call backs.

The margin of error for this survey is  $\pm 3.1$  percentage points, 19 times out of 20.

This study was commissioned by CTV News and the research was conducted by Nanos Research.

Note: Charts may not add up to 100 due to rounding.

Element	Description	Element	Description
Research sponsor	CTV News	Weighting of Data	The results were weighted by age and gender using the latest Census information (2021) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure
Population and Final Sample Size	1018 Randomly selected individuals.	Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.
Source of Sample	Nanos Probability Panel	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines, and individuals without internet access could not participate.
Type of Sample	Probability	Stratification	By age and gender using the latest Census information (2021) and the sample is geographically stratified to be representative of Canada. Smaller areas such as Atlantic Canada were marginally oversampled to allow for a minimum regional sample.
Margin of Error	±3.1 percentage points, 19 times out of 20.	Estimated Response Rate	12 percent, consistent with industry norms.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey	Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.	Question Content	Topics on the omnibus ahead of the survey content included: views on political issues, views on economic issues and views on Liberal Party leadership.
Demographics (Captured)	Atlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 18 years and older. Six digit postal code was used to validate geography.	Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online	Research/Data Collection Supplier	Nanos Research
Number of Calls	Maximum of five call backs to those recruited.	Contact	Contact Nanos Research for more information or with any concerns or questions. <a href="http://www.nanos.co">http://www.nanos.co</a> Telephone:(613) 234-4666 ext. 237 Email: info@nanosresearch.com.
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.	Data Tables	<a href="#">By region, age and gender</a>
Field Dates	June 28 <sup>th</sup> to July 3 <sup>rd</sup> , 2024.		
Language of Survey	The survey was conducted in both English and French.		
Standards	Nanos Research is a member of the Canadian Research Insights Council (CRIC) and confirms that this research fully complies with all CRIC Standards including the CRIC Public Opinion Research Standards and Disclosure Requirements. <a href="https://canadianresearchinsightscouncil.ca/standards/">https://canadianresearchinsightscouncil.ca/standards/</a>		



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# Any questions?

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**2024-2627 - CTV News - June Omni - Summer Vacation - STAT SHEET**

Methodology: Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online survey of 1018 Canadians, 18 years of age and older, between June 28 and July 3, 2024. The margin of error for a survey of 1018 Canadians is ±3.1 percentage points, 19 times out of 20.

Note: Responses with a sample size of less than 30 have been suppressed

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**Question - Please rank the importance of the following factors when making summer vacation plans where 1 is the most important, 2 the second most important and 3 the third most important. [RANDOMIZE][RANK 1]**

		Region						Gender			Age		
		Canada						Male	Female	Other	18 to	35 to	55 plus
		2024-07	Atlantic	Quebec	Ontario	Prairies	BC				34	54	
Total	Unwgt N	1018	89	222	351	208	148	533	483	2	206	347	465
	Wgt N	1002	67	232	389	175	139	490	510	2	268	322	412
Cost	%	52.3	64.6	47.9	52.4	59.8	43.8	50.7	53.8	-	56.7	52.9	48.9
Distance	%	9.6	7.9	13.4	8.5	9.4	7.5	9.6	9.7	-	6.8	6.2	14.1
Carbon emissions from travel	%	1.7	1.8	1.3	2.4	1.0	0.9	1.8	1.3	-	1.5	0.8	2.4
Weather/climate	%	15.9	8.6	17.5	16.5	11.7	20.0	17.3	14.5	-	12.1	13.0	20.5
Amount of time off you get	%	14.6	11.2	14.7	14.2	16.2	15.3	15.9	13.4	-	19.8	22.6	5.0
Family/friend obligations/availability	%	0.4	0.9	0.0	0.3	0.0	1.4	0.2	0.5	-	0.0	0.2	0.7
Health	%	0.4	0.0	0.4	0.8	0.0	0.0	0.0	0.8	-	0.0	0.6	0.5
Destination/Interest/ activities	%	1.8	0.0	2.3	2.0	0.0	3.3	1.9	1.6	-	1.6	2.1	1.6
Special events	%	0.1	0.0	0.0	0.3	0.0	0.0	0.0	0.2	-	0.0	0.0	0.3
Not applicable/I don't travel	%	0.3	2.1	0.6	0.0	0.0	0.4	0.2	0.4	-	0.0	0.0	0.8
Availability of accommodations/places	%	0.1	0.0	0.6	0.0	0.0	0.0	0.0	0.3	-	0.0	0.0	0.3
How busy the destination	%	0.1	0.0	0.0	0.3	0.0	0.0	0.0	0.2	-	0.0	0.0	0.3
Safety/security of destination	%	0.1	0.0	0.0	0.0	0.0	0.8	0.2	0.0	-	0.4	0.0	0.0
COVID	%	0.1	0.0	0.0	0.0	0.0	0.5	0.0	0.1	-	0.0	0.0	0.2
Other	%	0.2	0.0	0.0	0.5	0.0	0.0	0.2	0.2	-	0.0	0.0	0.5
Unsure	%	2.4	3.0	1.4	1.8	1.9	6.1	1.9	2.9	-	1.1	1.6	3.9

**Question - Please rank the importance of the following factors when making summer vacation plans where 1 is the most important, 2 the second most important and 3 the third most important. [RANDOMIZE][RANK 2]**

		Region						Gender			Age		
		Canada								18 to	35 to		
		2024-07	Atlantic	Quebec	Ontario	Prairies	BC	Male	Female	Other	34	54	55 plus
Total	Unwgt N	969	82	217	337	196	137	507	460	2	200	340	429
	Wgt N	959	62	227	374	165	131	470	487	2	261	315	383
Cost	%	24.9	16.8	28.6	22.6	24.8	28.8	28.5	21.6	-	25.9	27.8	21.8
Distance	%	25.9	29.9	22.5	26.3	28.8	24.8	25.1	26.6	-	23.4	21.8	30.9
Carbon emissions from travel	%	2.3	2.2	3.8	2.0	2.0	1.1	2.2	2.4	-	1.8	0.8	4.0
Weather/climate	%	29.9	34.5	32.2	31.8	24.3	25.6	29.5	30.3	-	27.6	27.9	33.1
Amount of time off you get	%	14.9	15.6	11.4	15.4	17.9	15.3	12.9	16.9	-	18.8	20.6	7.5
Family/friend obligations/availability	%	0.1	0.0	0.0	0.3	0.0	0.0	0.0	0.2	-	0.0	0.0	0.3
Health	%	0.1	0.0	0.0	0.0	0.4	0.6	0.0	0.3	-	0.0	0.0	0.4
Destination/Interest/ activities	%	1.2	1.0	1.5	0.9	1.1	1.6	1.6	0.8	-	0.5	0.8	2.0
Special events	%	0.1	0.0	0.0	0.0	0.7	0.0	0.0	0.2	-	0.4	0.0	0.0
Availability of accommodations/places	%	0.1	0.0	0.0	0.0	0.0	0.9	0.2	0.0	-	0.0	0.4	0.0
Unsure	%	0.4	0.0	0.0	0.5	0.0	1.4	0.0	0.8	-	1.5	0.0	0.0

**Question - Please rank the importance of the following factors when making summer vacation plans where 1 is the most important, 2 the second most important and 3 the third most important. [RANDOMIZE][RANK 3]**

		Region						Gender			Age		
		Canada									18 to	35 to	
		2024-07	Atlantic	Quebec	Ontario	Prairies	BC	Male	Female	Other	34	54	55 plus
Total	Unwgt N	882	72	199	310	180	121	464	416	2	185	318	379
	Wgt N	872	53	208	345	153	115	430	440	2	239	295	339
Cost	%	15.8	12.9	17.3	15.2	14.0	19.1	14.3	17.4	-	12.5	15.8	18.3
Distance	%	32.4	36.0	32.4	32.1	31.7	32.6	34.3	30.5	-	32.5	34.8	30.2
Carbon emissions from travel	%	5.2	2.6	7.1	5.9	1.6	5.5	5.0	5.2	-	3.4	3.4	8.1
Weather/climate	%	28.1	32.7	29.5	24.3	30.9	31.5	26.3	30.1	-	29.0	26.0	29.4
Amount of time off you get	%	14.7	12.7	10.2	18.4	18.1	7.8	16.3	13.1	-	20.6	15.8	9.5
Family/friend obligations/availability	%	0.6	1.5	0.0	1.0	0.4	0.6	0.3	0.9	-	0.6	0.5	0.8
Health	%	0.5	1.5	0.5	0.3	0.0	1.3	0.2	0.8	-	0.0	0.0	1.3
Destination/Interest/ activities	%	0.9	0.0	0.9	1.3	0.6	0.5	1.4	0.4	-	0.0	2.5	0.2
Special events	%	0.2	0.0	0.5	0.3	0.0	0.0	0.0	0.5	-	0.4	0.0	0.3
Not applicable/I don't travel	%	0.1	0.0	0.5	0.0	0.0	0.0	0.0	0.2	-	0.4	0.0	0.0
Availability of accommodations/places	%	0.4	0.0	0.0	0.4	0.9	0.5	0.6	0.1	-	0.6	0.2	0.4
How busy the destination is/crowds	%	0.2	0.0	0.4	0.3	0.0	0.0	0.4	0.0	-	0.0	0.3	0.3
Safety/security of destination	%	0.4	0.0	0.0	0.3	1.0	0.5	0.4	0.3	-	0.0	0.7	0.3
Other	%	0.4	0.0	0.6	0.3	0.7	0.0	0.2	0.5	-	0.0	0.0	1.0