



Canadians ten times more likely to travel less than more to the US. Alberta Separatism has minor negative impact on travel plans.

National survey released March, 2026
Field: March 1st to March 8th, 2026
Submission 2026-3018



This survey gauged the opinions of Canadians on their vacation and travel plans for 2026.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,058 Canadians, 18 years of age or older, from March 1st to March 8th, 2026 as part of an omnibus survey. 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 ± 3.1 percentage points, 19 times out of 20.

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

Full data tables with weighted and unweighted number of interviews is [here](#)

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

PATH
FORWARD!

WINN
CANDID

VALIDATE

TEST IDEA

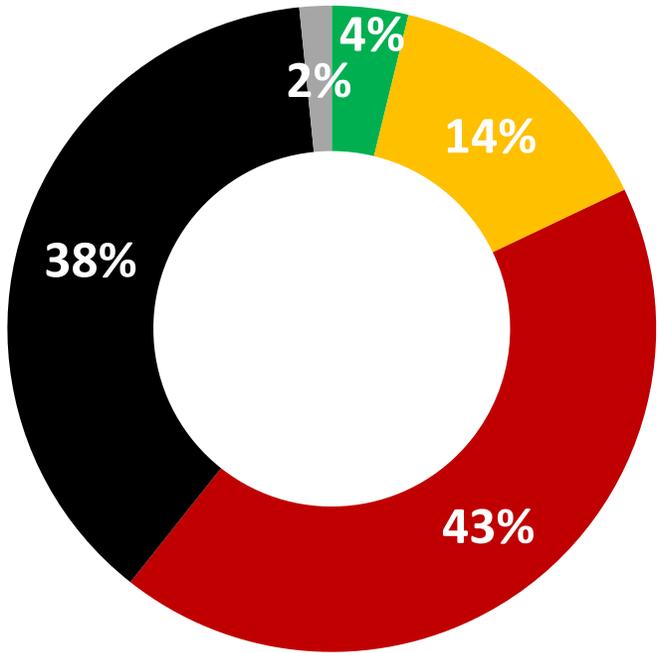
REVIEW RESE

DIAGNOSE
ENV

KEY FINDINGS

- **Canadian Travel to the U.S.** - Canadians are more than ten times likelier to travel less to the U.S. (43%) than more (4%), while another 38% don't vacation there at all—a structural retreat, not a cyclical dip.
- **Impact of Albert Separation on Travel to Alberta** - Despite separatist chatter, 61% of Canadians say it has no impact on travel plans to Alberta. Canadians are three times more likely to say they will travel less (24%) than more (7%) because of speculation about Alberta separatism.
- **Vacation Budgets Remains the Same** - Canadians are more likely to report that their vacation budget is about the same (46%) compared to cutting back (20%) or spending more (22%).
- **Canada Strong Pass Impact** - The Canada Strong Pass is a positive influence for half of Canadians (49%), but only marginal compared to those that say it is not important to one extent or another.

Q - Are you likely to vacation more, less or the same to the United States in 2026 compared to 2025?



- Vacation more
- Vacation the same
- Vacation less
- I do not vacation to the US in general
- Unsure

*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

Likelihood of vacationing in the US in 2026 compared to 2025

2 in 5 Canadians

report that they are less likely to vacation in the US in 2026 compared to 2025, an additional 38 percent of Canadians report that they do not vacation to the US in general. Fifty one percent of BC Residents say they are less likely to vacation in the US while 39 percent of Quebec residents report being less likely to vacation in the US with an additional 47 percent of Quebec residents reporting that they do not vacation to the US in general.

Likelihood of vacationing in the US in 2026 compared to 2025 – by demographics

Q – Are you likely to vacation more, less or the same to the United States in 2026 compared to 2025?

	Canada 2026-03 (n=1058)	Atlantic (n=104)	Quebec (n=219)	Ontario (n=360)	Prairies (n=223)	British Columbia (n=152)	Male (n=562)	Female (n=496)	18 to 34 (n=181)	35 to 54 (n=469)	55 plus (n=408)
Vacation less	42.7%	49.1%	39.2%	41.6%	40.4%	51.7%	39.8%	45.5%	48.4%	39.9%	41.3%
I do not vacation to the US in general	37.7%	34.7%	47.4%	36.7%	33.4%	31.6%	35.4%	40.0%	35.0%	36.9%	40.1%
Vacation the same	14.1%	13.2%	9.5%	15.1%	19.3%	13.1%	18.4%	10.0%	12.0%	15.7%	14.3%
Vacation more	3.8%	0.6%	1.7%	5.6%	4.1%	3.6%	4.3%	3.4%	3.3%	6.1%	2.4%
Unsure	1.6%	2.4%	2.2%	1.1%	2.9%	-	2.1%	1.1%	1.2%	1.4%	2.0%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, March 1st to March 8th, 2026, n=1058, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Importance of the Canada Strong pass on deciding vacation plans

Q – The federal government is offering the Canada Strong pass which offers free admission to Canadian national parks and other discounts during the summer months. Is this an important, somewhat important, somewhat unimportant or unimportant factor to you when deciding where you plan to vacation this year?



■ Important ■ Somewhat important ■ Somewhat unimportant ■ Unimportant ■ Unsure ■ Not applicable/I don't go on vacations

*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

49% of Canadians

report that the Canada Strong pass is an important/somewhat important factor when deciding vacation plans for this year – marginally higher than those that say it is no important to one extent or another. Residents of Ontario (52%) are more likely to report that it is an important factor when deciding vacation plans this year than residents of the Prairies (44%).

Importance of the Canada Strong pass on deciding vacation plans – by demographics

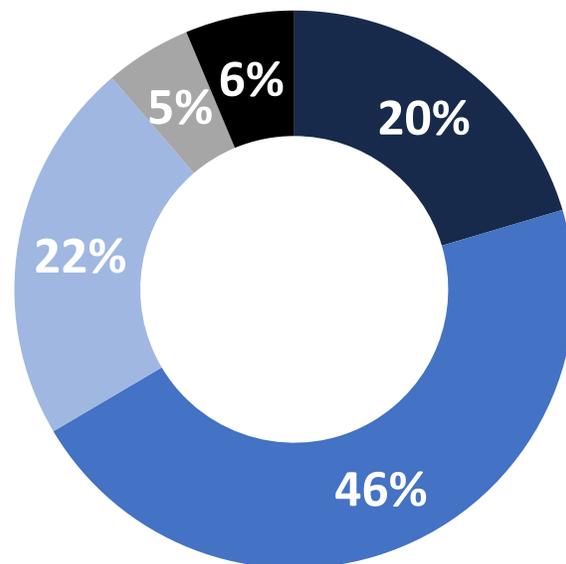
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Important	17.1%	25.7%	16.1%	18.2%	15.4%	13.8%	14.8%	19.4%	19.3%	19.1%	14.2%
Somewhat important	32.4%	29.4%	32.8%	33.7%	28.9%	33.7%	33.0%	31.7%	31.6%	32.1%	33.1%
Somewhat unimportant	15.5%	11.4%	15.7%	14.9%	16.6%	17.2%	14.9%	16.0%	17.1%	14.3%	15.4%
Unimportant	27.2%	21.0%	25.7%	25.9%	32.6%	29.4%	29.9%	24.6%	28.0%	27.1%	26.7%
Unsure	3.8%	7.0%	4.3%	3.4%	3.8%	2.4%	4.5%	3.2%	2.3%	2.8%	5.5%
Not applicable/I don't go on vacations	4.0%	5.5%	5.3%	3.9%	2.8%	3.4%	2.9%	5.1%	1.8%	4.5%	5.1%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, March 1st to March 8th, 2026, n=1058, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Canadians' vacation budget compared to last year

Q – In terms of your budget for vacations, do you plan to spend less than last year, about the same as last year or more than last year?



- Less than last year
- About the same as last year
- More than last year
- Unsure
- Not applicable/I don't go on vacations

*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

46% of Canadians

report that their vacation budget is about the same as last year. Canadians aged 18 to 34 (28%) are more likely than Canadians aged 55 and older (19%) to report that they have a larger vacation budget compared to last year.

Canadians' vacation budget compared to last year – by demographics

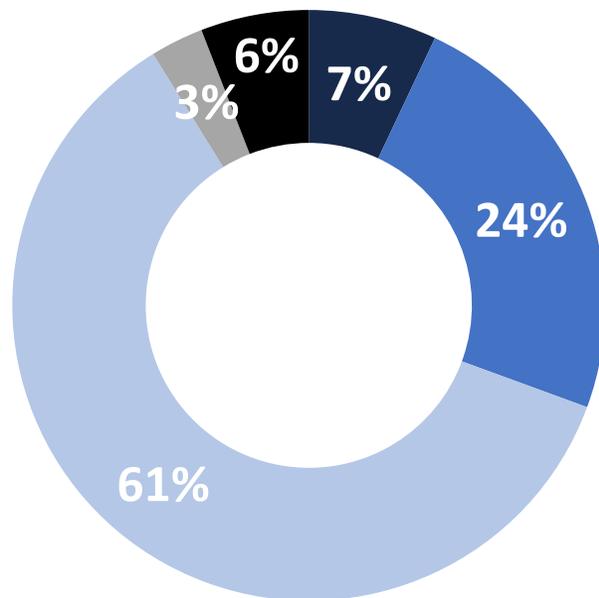
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	Canada 2026-03 (n=1058)	Atlantic (n=104)	Quebec (n=219)	Ontario (n=360)	Prairies (n=223)	British Columbia (n=152)	Male (n=562)	Female (n=496)	18 to 34 (n=181)	35 to 54 (n=469)	55 plus (n=408)
About the same as last year	46.1%	48.0%	42.6%	47.0%	48.1%	45.8%	47.9%	44.3%	46.0%	46.3%	46.0%
More than last year	22.2%	16.6%	19.1%	25.3%	21.3%	22.8%	23.3%	21.2%	28.3%	21.7%	18.8%
Less than last year	20.4%	24.8%	24.7%	16.7%	21.4%	20.3%	18.7%	22.1%	17.5%	21.9%	21.2%
Not applicable/I don't go on vacations	6.3%	7.2%	7.8%	6.2%	5.3%	5.0%	5.0%	7.5%	3.4%	5.8%	8.5%
Unsure	5.0%	3.4%	5.8%	4.8%	3.9%	6.2%	5.0%	4.9%	4.9%	4.4%	5.5%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, March 1st to March 8th, 2026, n=1058, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Impact of the possibility of Alberta separating on vacationing to the province

Q – Do discussions about Alberta possibly separating from Canada make you more likely, less likely or have no impact on your decision to travel for a vacation to Alberta?



- More likely
- Less likely
- No impact
- Unsure
- Not applicable/I don't go on vacations

3 in 5 Canadians

say that the possibility of Alberta separating from Canada has no impact on their decision to travel to Alberta for a vacation. Residents of Ontario (30%) report that they are less likely to travel to Alberta due to the possibility of Alberta separating from Canada than residents of Quebec (14%).

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Impact of the possibility of Alberta separating on vacationing to the province – by demographics

Q – Do discussions about Alberta possibly separating from Canada make you more likely, less likely or have no impact on your decision to travel for a vacation to Alberta?

	Canada 2026-03 (n=1058)	Atlantic (n=104)	Quebec (n=219)	Ontario (n=360)	Prairies (n=223)	British Columbia (n=152)	Male (n=562)	Female (n=496)	18 to 34 (n=181)	35 to 54 (n=469)	55 plus (n=408)
No impact	60.6%	54.7%	65.8%	55.6%	67.4%	60.2%	63.7%	57.7%	56.2%	57.6%	65.8%
Less likely	23.6%	32.3%	13.8%	29.5%	17.6%	26.9%	20.9%	26.2%	28.5%	24.8%	19.6%
More likely	7.0%	6.4%	4.3%	8.4%	6.5%	8.4%	7.7%	6.2%	7.7%	8.9%	5.0%
Not applicable/I don't go on vacations	5.9%	4.9%	11.4%	4.0%	6.4%	1.6%	4.6%	7.1%	4.0%	6.0%	7.0%
Unsure	2.9%	1.7%	4.7%	2.4%	2.1%	2.9%	3.1%	2.8%	3.7%	2.7%	2.6%

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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	1058 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 Insights Lab	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	13 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.
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. http://www.nanos.co 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.	Tabulations	By region, age and gender
Field Dates	March 1 st to March 8 th , 2026.		
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. https://canadianresearchinsightscouncil.ca/standards/		



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Any questions?



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