



The Great Canadian Staycation: Economic Anxiety Trims Summer Travel.

National survey released June 2026
Field: June 26 to 28, 2026
Submission 2026-3086

Nanos Research was retained to conduct public opinion research to understand the impact of the economy on Canadians' vacation plans, as well as changes to international travel plans, and participation in community events.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,051 Canadians, 18 years of age or older, from June 26 to 28, 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 ± 3.0 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.](#)

Tables within the report that have significant differences are highlighted in yellow.

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

PATH
FORWARD!

WINN
CANDI

VALIDATE

TEST IDEA

REVIEW RESE

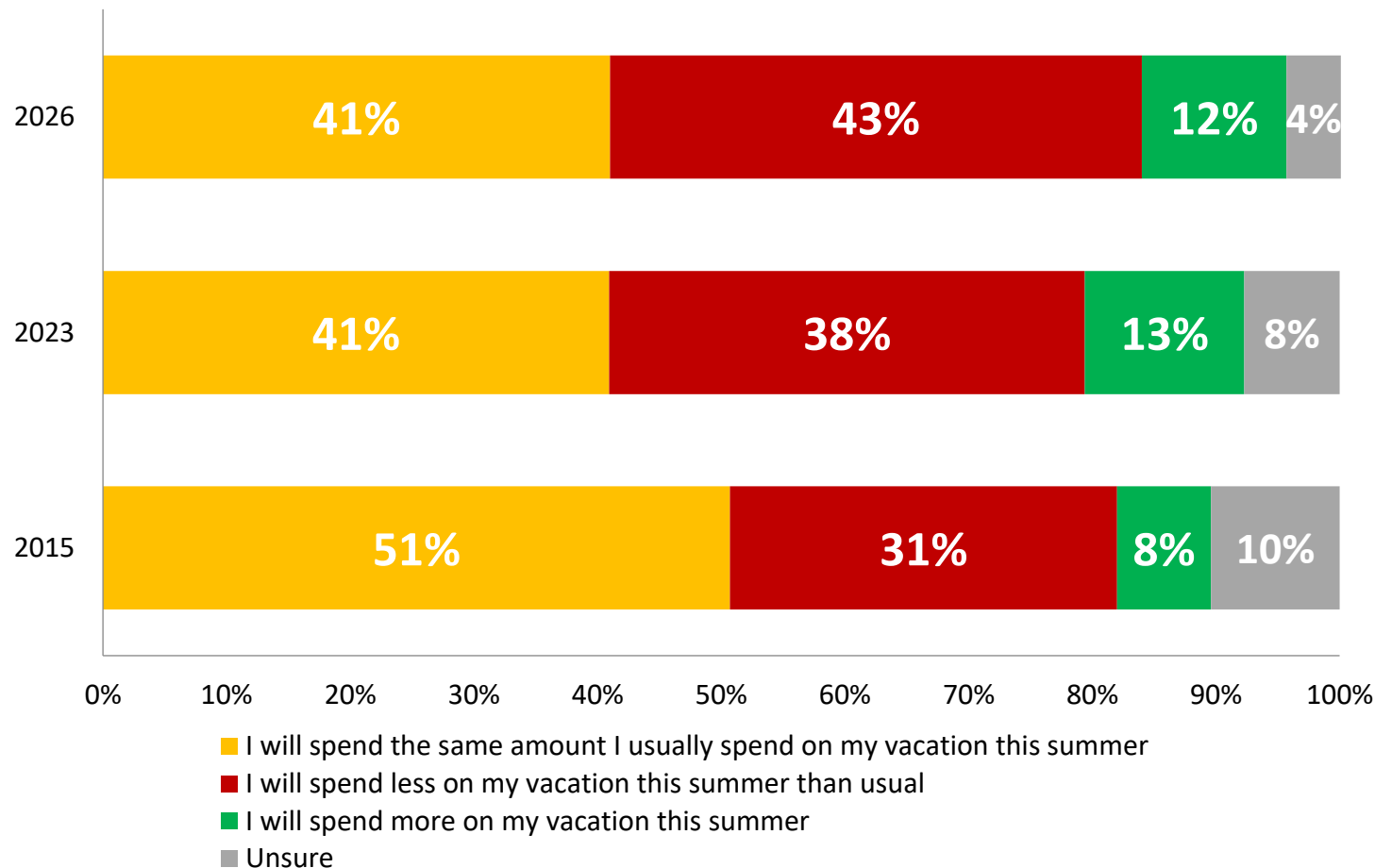
DIAGNOSE
ENV

KEY FINDINGS

- **Impact of economy on vacation spending plans is mixed** – Four in ten Canadians say they plan on spending less on their vacation this summer than usual (43%), which is up from 2023 (38%) and 2015 (31%), while another four in ten say they plan to spend the same amount (41%).
- **No major changes to summer vacation time** – Canadians most often say they plan to take the same amount of time off/vacation time as last summer (45%), while just under one in five plan to take less (17%) compared to last summer.
- **Canadians report their international travel plans remain unchanged** – Consistent with 2023 and 2022, Canadians who report having international travel plans this summer say they remain unchanged (17%), while close to six in ten say they have no interest in travelling internationally (57%).
- **Planned participation in community or local events remains similar to last summer** – Canadians most often report they plan to participate in the same amount of local or community events as they did last summer (52%), while just under one in five each plan to participate in more (19%) or fewer (17%).

An increasing proportion of Canadians (43%) say they plan on spending less on their summer vacation this summer than usual, which is up from 2023 (38%) and 2015 (31%).

Impact of economy on vacation plans



*Weighted to the true population proportion.

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

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, June 26 to 28, 2026, n=1051, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Q – Given the current economic climate, which of the following statements best describes your vacation plans?
[RANDOMIZE]

Impact of economy on vacation plans – by demographics

Q – Given the current economic climate, which of the following statements best describes your vacation plans?

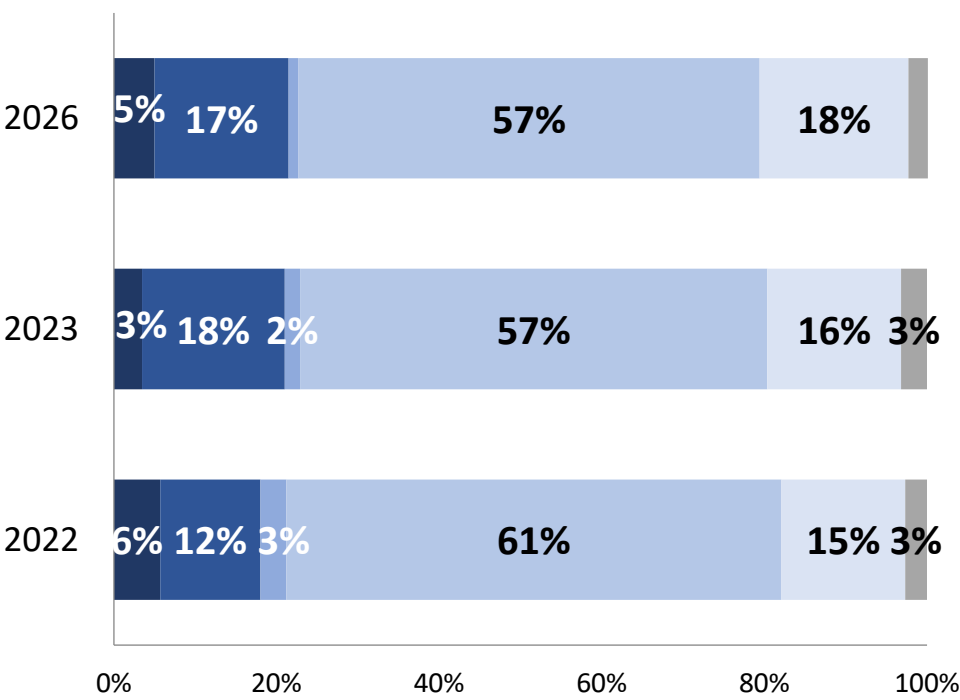
	Canada 2026-05 (n=1051)	Atlantic (n=101)	Quebec (n=221)	Ontario (n=351)	Prairies (n=215)	British Columbia (n=163)	Male (n=550)	Female (n=501)	18 to 34 (n=158)	35 to 54 (n=393)	55 plus (n=500)
I will spend the same amount I usually spend on my vacation this summer	41.0%	40.7%	42.7%	42.4%	35.4%	41.3%	43.6%	38.4%	32.2%	40.3%	47.2%
I will spend less on my vacation this summer than usual	43.0%	38.6%	40.9%	41.2%	49.8%	45.0%	41.5%	44.5%	48.5%	48.0%	35.5%
I will spend more on my vacation this summer	11.7%	13.4%	11.8%	12.2%	9.7%	11.6%	11.1%	12.2%	17.1%	9.4%	9.9%
Unsure	4.4%	7.3%	4.5%	4.2%	5.2%	2.1%	3.8%	4.9%	2.2%	2.3%	7.4%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, June 26 to 28, 2026, n=1051, accurate 3.0 percentage points plus or minus, 19 times out of 20.

International travel plans this summer

Nearly **1 in 5** Canadians

say they have international travel plans this summer and they are unchanged, while close to six in ten say they have no interest in travelling internationally this summer – consistent with results from 2023 and 2022.



- I had international travel plans this summer but have cancelled them
- I have international travel plans this summer and they are unchanged
- I have international travel plans this summer and may cancel them
- I have no interest in travelling internationally this summer
- I want to travel internationally this summer but have no travel plans
- Unsure

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

Q – Which of the following best describes your international travel plans this summer? (Select One)

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, June 26 to 28, 2026, n=1051, accurate 3.0 percentage points plus or minus, 19 times out of 20.



International travel plans this summer – by demographics

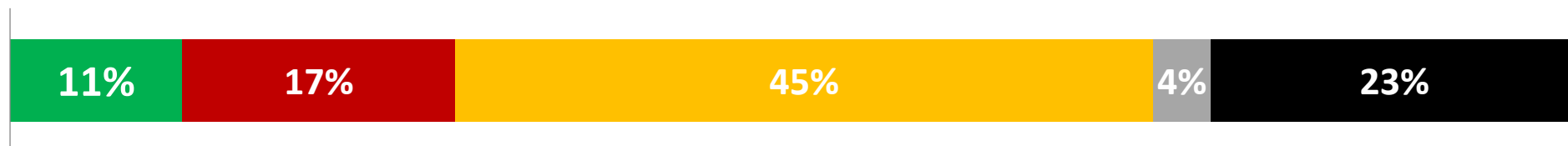
Q – Which of the following best describes your international travel plans this summer?

	Canada 2026-06 (n=1051)	Atlantic (n=101)	Quebec (n=221)	Ontario (n=351)	Prairies (n=215)	British Columbia (n=163)	Male (n=550)	Female (n=501)	18 to 34 (n=158)	35 to 54 (n=393)	55 plus (n=500)
I have no interest in travelling internationally this summer	56.7%	67.4%	65.4%	51.9%	55.7%	51.6%	52.3%	60.9%	45.6%	52.1%	67.4%
I want to travel internationally this summer but have no travel plans	18.3%	13.8%	10.1%	21.7%	21.4%	20.7%	20.4%	16.3%	27.5%	21.2%	10.0%
I have international travel plans this summer and they are unchanged	16.5%	7.6%	15.9%	19.8%	12.2%	17.8%	19.1%	14.0%	18.6%	16.4%	15.1%
I had international travel plans this summer but have cancelled them	5.0%	6.6%	5.7%	3.1%	7.8%	5.1%	4.9%	5.1%	5.0%	5.5%	4.6%
I have international travel plans this summer and may cancel them	1.2%	2.6%	0.8%	0.8%	1.6%	1.7%	1.5%	0.8%	1.0%	2.3%	0.3%
Unsure	2.4%	1.9%	2.2%	2.8%	1.4%	3.2%	1.8%	2.9%	2.2%	2.5%	2.4%

Older Canadians (55 plus) are more likely to say they have no interest in travelling internationally this summer (67%). Younger Canadians (18-34) are more likely to say they want to travel internationally this summer but have no plans (28%).

Planned vacation days this summer

Q – Which of the following statements best describes the amount of vacation days/time off you are planning on taking this summer?



- I will take more time off/vacation days this summer compared to last summer
- I will take less time off/vacation days this summer compared to last summer
- I will take about the same amount of time off/vacation days this summer compared to last summer
- Unsure
- Not applicable

Nearly **1 in 2**
Canadians

say they will take about the same amount of time off/vacation days this summer compared to last summer (45%), while under one in five say they will take less (17%) and one in ten plan to take more (11%).

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

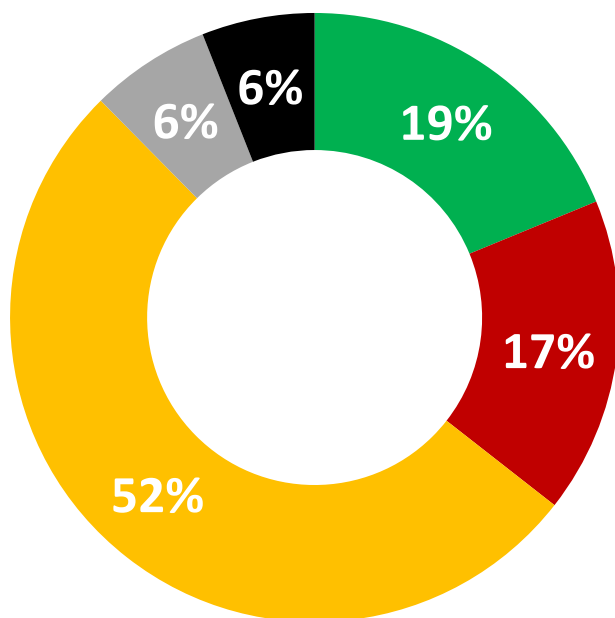
Planned vacation days this summer – by demographics

Q – Which of the following statements best describes the amount of vacation days/time off you are planning on taking this summer?

	Canada 2026-06 (n=1051)	Atlantic (n=101)	Quebec (n=221)	Ontario (n=351)	Prairies (n=215)	British Columbia (n=163)	Male (n=550)	Female (n=501)	18 to 34 (n=158)	35 to 54 (n=393)	55 plus (n=500)
I will take about the same amount of time off/vacation days this summer compared to last summer	44.5%	43.1%	46.8%	43.2%	44.3%	45.3%	47.7%	41.4%	45.7%	55.2%	35.4%
I will take less time off/vacation days this summer compared to last summer	17.4%	9.5%	14.2%	15.5%	25.2%	22.1%	19.5%	15.5%	27.2%	19.2%	9.8%
I will take more time off/vacation days this summer compared to last summer	11.0%	6.2%	15.3%	9.7%	7.8%	13.3%	11.9%	10.0%	14.8%	9.0%	10.0%
Unsure	3.7%	3.9%	3.9%	3.6%	5.1%	2.1%	2.7%	4.7%	5.2%	2.9%	3.4%
Not applicable	23.4%	37.3%	19.7%	28.0%	17.6%	17.2%	18.2%	28.4%	7.1%	13.7%	41.5%

Younger Canadians (18-34) are more likely to say they plan to take less time off (27%) than those 55 plus (10%).

Q – Compared to last summer, are you planning on taking part in more, fewer or about the same amount of local/community summer events?



- I will take part in more community/local summer events
- I will take part in fewer community/local summer events
- I will take part in about the same amount of community/local summer events
- Unsure
- Not applicable

*Weighted to the true population proportion.

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

Change in planned participation in local or community summer events

1 in 2

Canadians

say they will take part in about the same amount compared to last summer (52%), while about one in five each say they will take part in more (19%) or fewer (17%) local or community summer events.

Changed in planned participation in local or community summer events – by demographics

Q – Compared to last summer, are you planning on taking part in more, fewer or about the same amount of local/community summer events?

	Canada 2026-06 (n=1051)	Atlantic (n=101)	Quebec (n=221)	Ontario (n=351)	Prairies (n=215)	British Columbia (n=163)	Male (n=550)	Female (n=501)	18 to 34 (n=158)	35 to 54 (n=393)	55 plus (n=500)
I will take part in more community/local summer events	18.8%	20.4%	15.4%	18.9%	21.6%	19.9%	18.2%	19.4%	24.6%	18.7%	15.1%
I will take part in fewer community/local summer events	16.8%	7.1%	17.5%	15.4%	22.1%	17.2%	13.8%	19.6%	21.3%	17.7%	13.1%
I will take part in about the same amount of community/local summer events	52.1%	63.5%	49.2%	52.8%	48.8%	53.5%	55.8%	48.5%	42.6%	55.9%	55.2%
Unsure	6.4%	4.9%	7.4%	8.3%	3.8%	3.4%	6.5%	6.2%	9.4%	5.7%	5.0%
Not applicable	6.0%	4.0%	10.6%	4.6%	3.7%	5.9%	5.7%	6.2%	2.1%	2.0%	11.6%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, June 26 to 28, 2026, n=1051, accurate 3.0 percentage points plus or minus, 19 times out of 20.

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	1051 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	±3.0 percentage points, 19 times out of 20.	Estimated Response Rate	10 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	June 26 to 28, 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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ABOUT NANOS

Any questions?



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