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Vacation plans and concerns about airline issues

Survey of Canadians and Americans

THE CANADIAN PRESS

DATE 2023-07-19

Methodology

Method

Online survey
among respondents 18 years of
age or older.
(Canadian sample: n= 1,526/
American Samples: n= 1,000).

Respondents had the option of completing the
survey in English or in French and were
randomly recruited using LEO's online panel.

When

July 14 to
July 16, 2023

Margin of error

For comparison purposes,
a probability sample of this
size yields a margin of error
no greater than ±2.5%,
(19 times out of 20) for the
Canadian sample and ±3.1%,
(19 times out of 20) for the
American sample

Weighting

Results were weighted according to **age, gender, mother tongue, region, education and presence of children in the household** in order to ensure a representative sample of the Canadian population and according to **age**, **gender, region, education, ethnicity and number of people in the household** in order to ensure a representative sample of the American population.

Methodology

Significant differences

Data in bold **red** characters indicate a significantly lower proportion than that of other respondents. Conversely, data in bold **green** characters indicate a significantly higher proportion that that of other respondents.

Rounded data

The numbers presented have been rounded up. However, the numbers before rounding were used to calculate the sums presented and might therefore not correspond to the manual addition of these numbers.

Questions

Have questions about the data presented in this report? Please contact Christian Bourque, Executive Vice-President, Eastern Canada at the following e-mail addresses: cbourque@leger360.com

A more detailed methodology is presented in the Appendix.

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Methodology

Leger is the polling firm that has presented the most accurate election survey data, on average, over the last ten years in Canada. During the last federal election in 2021, Leger was once again **the most accurate** **firm in the country**. This accuracy is attributed to the quality of the LEO panel and rigorous application of methodological rules by Leger's 600 employees, including 200 professionals in Leger's eight offices across Canada (Montreal, Toronto, Quebec City, Winnipeg, Calgary, Edmonton and Vancouver) and in the United States (New York).

Poll aggregator 338Canada.com gave Leger the highest rating among all polling firms in Canada for the accuracy of its studies.
See https://338canada.com/pollster-ratings.htm

2021 CANADIAN FEDERAL ELECTION						
LEGER SURVEY *Published in Le Journal de Montréal and The National Post/Postmedia* September 18, 2021	33%	32%	19%	7%	6%	2%
OFFICIAL RESULTS 2021 **Canadian** Federal Election*	33.7%	32.6%	17.8%	7.7%	5.0%	2.3%

*The official results were obtained from Elections Canada on September 24, 2021, at 9:45 a.m. EDT.

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Key findings

33% — **A third of Canadians changed their vacation plans or cancelled their vacation due to inflation.** Among those who have changed their vacation plans, nearly half (46%) have or plan to cut back on dining out, 43% chose or will choose less expensive accommodation options and 41% reduced or will reduce their spending on activities and attractions.

68% — **Almost seven Canadians out of ten (68%) think that there has been more flight delays and cancellations in the past year** and half of Canadians (49%) think that airlines are not reliable when it comes to adhering to their departure and arrival schedules.

50% — **The situation seems slightly different in the United States** where half of American (50%) think that there has been more flight delays or cancellation in the past year and over a third (37%) think that airlines are not reliable.

59% — Among Canadians who have taken at least one flight in the past year, **six out of ten (59%) have experienced flight delays**, 21% have experienced flight cancellations, 19% have experienced baggage delays and 10% have experienced lost baggage.

56% — Because of flight delays and cancellation, **more than half of Canadians (and around a third of Americans (35%)) are now trying to only book direct flights**.
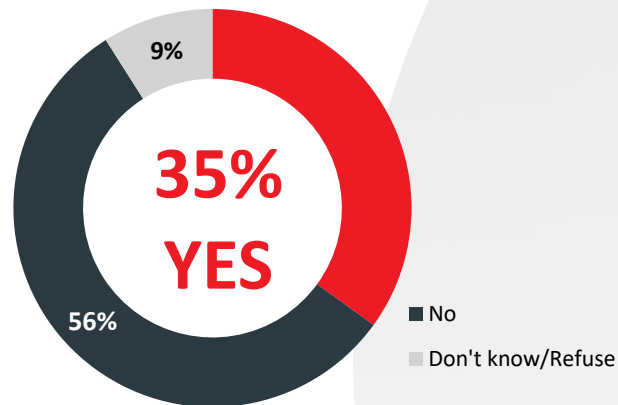
Detailed Results

Vacation plans

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Plans to go on vacation (1/2)

Q1. Are you planning to go on a vacation this summer?

Base: All respondents (n=1,526)

35% YES
56% No
9% Don't know/Refuse

	Total Canada	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Male	Female
Weighted n=	*1 526*	*103*	*353*	*592*	*98*	*170*	*208*	*404*	*493*	*630*	*742*	*784*
Unweighted n=	*1 526*	*100*	*407*	*609*	*125*	*125*	*160*	*350*	*528*	*648*	*746*	*780*
Yes	**35%**	31%	**43%**	**31%**	36%	30%	36%	37%	38%	**31%**	37%	33%
No	**56%**	64%	**51%**	57%	57%	61%	55%	53%	53%	**61%**	54%	59%
Don't know/Refuse	**9%**	5%	**6%**	**12%**	7%	10%	9%	11%	10%	8%	10%	9%

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Plans to go on vacation (2/2)

Q1. Are you planning to go on a vacation this summer?
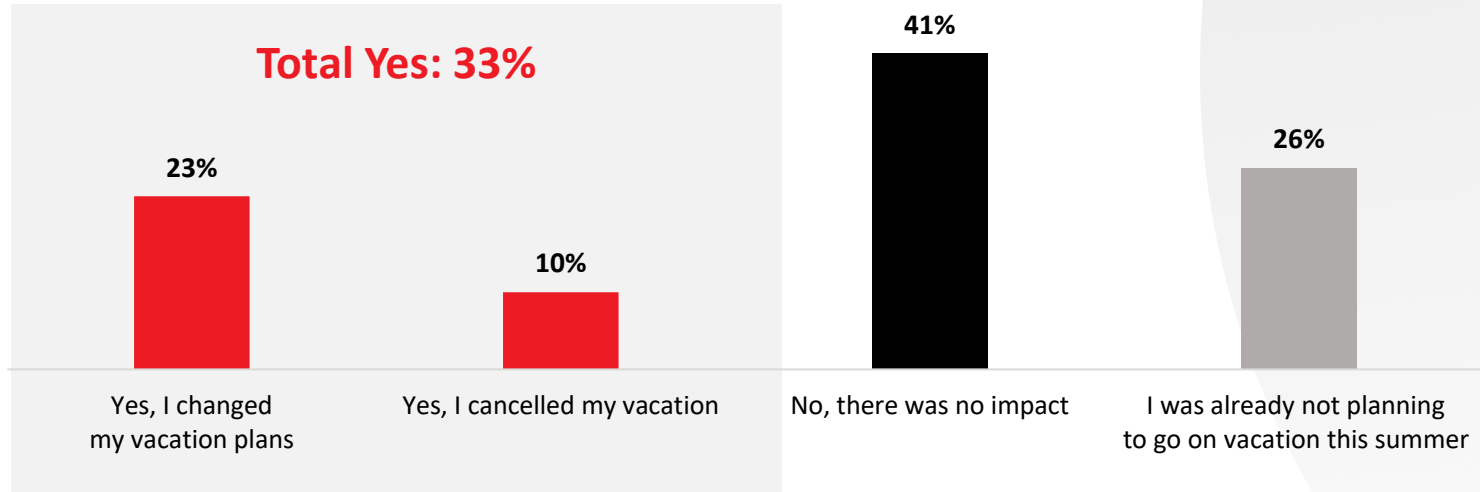
Base: All respondents

	Total Canada	Total USA	Gap
Weighted n=	1,526	1,000	
Unweighted n=	1,526	1,000	
Yes	35%	34%	1
No	56%	54%	2
Don't know/Refuse	**9%**	**12%**	3

Change in plans due to inflation (1/3)

Q2. Have inflation and the current economic climate impacted your vacation plans this year?
Base: All respondents (n=1,526)

Total Yes: 33%

23%	10%	41%	26%
Yes, I changed my vacation plans	Yes, I cancelled my vacation	No, there was no impact	I was already not planning to go on vacation this summer

Change in plans due to inflation (2/3)

Q2. Have inflation and the current economic climate impacted your vacation plans this year?
Base: All respondents

	Total Canada	ATL	QC	ON	MB/ SK	AB	BC	18-34	35-54	55+	Male	Female
Weighted n=	1 526	103	353	592	98	170	208	404	493	630	742	784
Unweighted n=	1 526	100	407	609	125	125	160	350	528	648	746	780
Total Yes	**33%**	32%	32%	32%	33%	37%	32%	36%	**37%**	**27%**	33%	32%
Yes, I changed my vacation plans	**23%**	21%	23%	21%	22%	25%	24%	27%	24%	**19%**	22%	23%
Yes, I cancelled my vacation	**10%**	10%	9%	10%	11%	12%	9%	9%	**13%**	8%	11%	10%
No, there was no impact	**41%**	35%	**47%**	41%	46%	35%	38%	40%	40%	42%	**46%**	**37%**
I was already not planning to go on vacation this summer	**26%**	33%	**21%**	27%	22%	28%	30%	23%	23%	**31%**	**21%**	**31%**

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Change in plans due to inflation (3/3)

Q2. Have inflation and the current economic climate impacted your vacation plans this year?
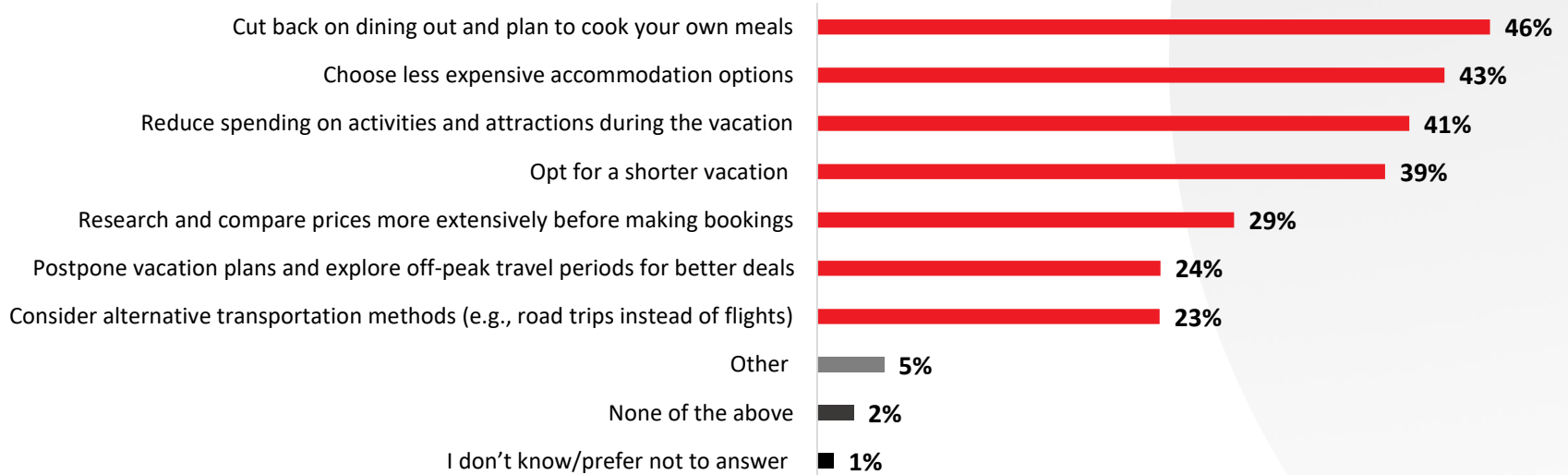Base: All respondents

	Total Canada	Total USA	Gap
Weighted n=	1,526	1,000	
Unweighted n=	1,526	1,000	
Total Yes	**33%**	**20%**	13
Yes, I changed my vacation plans	**23%**	**13%**	10
Yes, I cancelled my vacation	**10%**	**7%**	3
No, there was no impact	**41%**	**50%**	9
I was already not planning to go on vacation this summer	26%	30%	4

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Changes made or planned (1/3)

Q3. Which of the following have you done, or do you plan to do, due to inflation/the current economic climate?

Base: Respondents who have changed their vacation plans due to inflation (n=344)

Category	%
Cut back on dining out and plan to cook your own meals	46%
Choose less expensive accommodation options	43%
Reduce spending on activities and attractions during the vacation	41%
Opt for a shorter vacation	39%
Research and compare prices more extensively before making bookings	29%
Postpone vacation plans and explore off-peak travel periods for better deals	24%
Consider alternative transportation methods (e.g., road trips instead of flights)	23%
Other	5%
None of the above	2%
I don't know/prefer not to answer	1%

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Changes made or planned (2/3)

Q3. Which of the following have you done, or do you plan to do, due to inflation/the current economic climate?

Base: Respondents who have changed their vacation plans due to inflation

	Total Canada	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Male	Female
Weighted n=	344	22	82	126	21	43	49	109	117	118	166	178
Unweighted n=	344	20	91	139	27*	32	35	89	127	128	165	179
Cut back on dining out and plan to cook your own meals	46%	65%	37%	49%	40%	41%	52%	37%	51%	50%	44%	48%
Choose less expensive accommodation options	43%	58%	33%	47%	28%	50%	42%	46%	50%	33%	43%	43%
Reduce spending on activities and attractions during the vacation	41%	40%	31%	49%	42%	35%	40%	32%	47%	42%	41%	41%
Opt for a shorter vacation	39%	63%	44%	40%	16%	30%	35%	34%	41%	42%	37%	41%
Research and compare prices more extensively before making bookings	29%	33%	38%	29%	16%	21%	22%	31%	26%	28%	26%	31%
Postpone vacation plans and explore off-peak travel periods for better deals	24%	18%	18%	30%	18%	13%	29%	14%	30%	26%	21%	26%
Consider alternative transportation methods (e.g., road trips instead of flights)	23%	17%	15%	29%	19%	33%	19%	22%	33%	16%	20%	27%
Other	5%	5%	2%	2%	14%	16%	1%	5%	5%	4%	5%	4%
None of the above	2%	0%	4%	2%	3%	3%	0%	4%	2%	2%	1%	4%
I don't know/I prefer not to answer	1%	0%	1%	2%	6%	0%	0%	0%	2%	2%	0%	2%

Given the small number of respondents (n<30) data are presented for illustrative purposes only.

Changes made or planned (3/3)

Q3. Which of the following have you done, or do you plan to do, due to inflation/the current economic climate?

Base: Respondents who have changed their vacation plans due to inflation

	Total Canada	Total USA	Gap
Weighted n=	344	133	
Unweighted n=	344	124	
Cut back on dining out and plan to cook your own meals	46%	46%	-
Choose less expensive accommodation options	43%	36%	7
Reduce spending on activities and attractions during the vacation	**41%**	**22%**	19
Opt for a shorter vacation	39%	37%	2
Research and compare prices more extensively before making bookings	29%	33%	4
Postpone vacation plans and explore off-peak travel periods for better deals	24%	29%	5
Consider alternative transportation methods (e.g., road trips instead of flights)	**23%**	**33%**	10
Other	5%	9%	4
None of the above	2%	3%	1
I don't know/I prefer not to answer	1%	2%	1

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Detailed Results

Flight delays and concerns
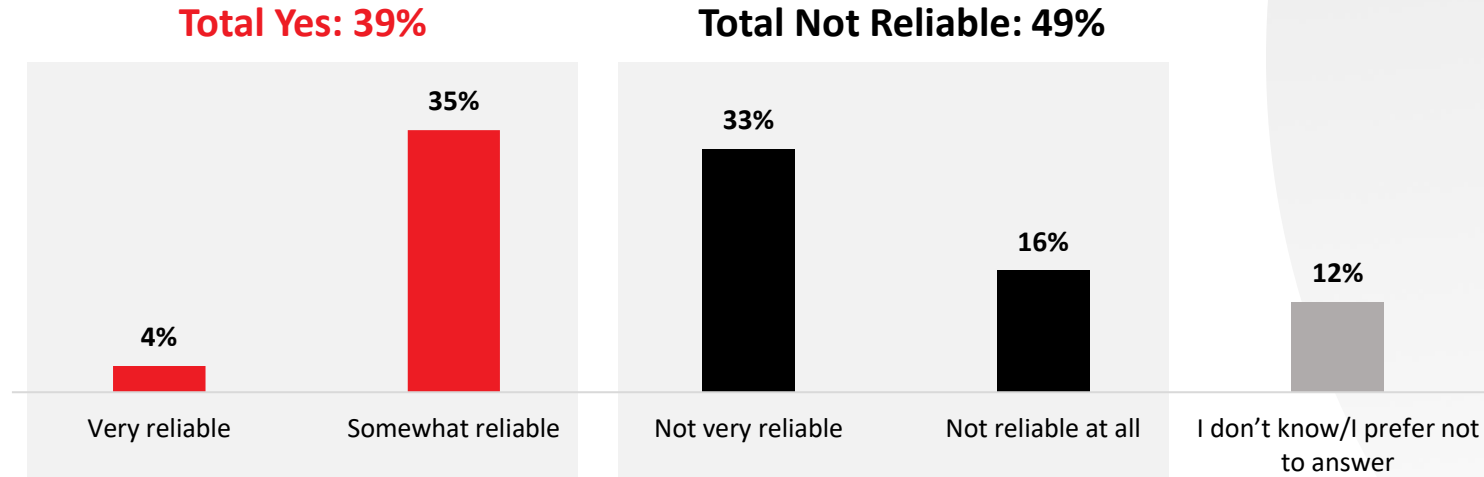
Airline Reliability (1/3)

Q4. How reliable do you think airlines are in terms of adhering to their departure and arrival schedules?

Base: All respondents (n=1,526)

Total Yes: 39%

- Very reliable — 4%
- Somewhat reliable — 35%

Total Not Reliable: 49%

- Not very reliable — 33%
- Not reliable at all — 16%

- I don't know/I prefer not to answer — 12%

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Airline Reliability (2/3)

Q4. How reliable do you think airlines are in terms of adhering to their departure and arrival schedules?

Base: All respondents

	Total Canada	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Male	Female
Weighted n=	*1 526*	*103*	*353*	*592*	*98*	*170*	*208*	*404*	*493*	*630*	*742*	*784*
Unweighted n=	*1 526*	*100*	*407*	*609*	*125*	*125*	*160*	*350*	*528*	*648*	*746*	*780*
Total Reliable	**39%**	**26%**	**32%**	39%	40%	47%	**49%**	**47%**	39%	**33%**	39%	38%
Very reliable	**4%**	3%	3%	3%	4%	3%	5%	**8%**	2%	**2%**	4%	3%
Somewhat reliable	**35%**	**23%**	**29%**	35%	36%	44%	**44%**	39%	37%	**32%**	35%	35%
Total Not Reliable	**49%**	60%	**54%**	47%	46%	48%	45%	**39%**	48%	**56%**	51%	47%
Not very reliable	**33%**	41%	34%	32%	28%	35%	29%	32%	33%	33%	34%	32%
Not reliable at all	**16%**	19%	**21%**	15%	18%	12%	16%	**7%**	15%	**23%**	17%	16%
I don't know/I prefer not to answer	**12%**	14%	14%	15%	14%	**6%**	**6%**	14%	13%	10%	**10%**	**14%**

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Airline Reliability (3/3)

## Q4. How reliable do you think airlines are in terms of adhering to their departure and arrival schedules?

Base: All respondents

	Total Canada	Total USA	Gap
Weighted n=	1,526	1,000	
Unweighted n=	1,526	1,000	
Total Reliable	**39%**	**46%**	7
Very reliable	**4%**	**10%**	6
Somewhat reliable	35%	36%	1
Total Not Reliable	**49%**	**37%**	12
Not very reliable	**33%**	**24%**	9
Not reliable at all	16%	13%	3
I don't know/I prefer not to answer	**12%**	**17%**	5

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Opinion on number of delays and cancellations (1/2)

Q5. In your opinion, have there been more flight delays and cancellations from airline companies in the past year?
Base: All respondents (n=1,526)

68% YES

9% No
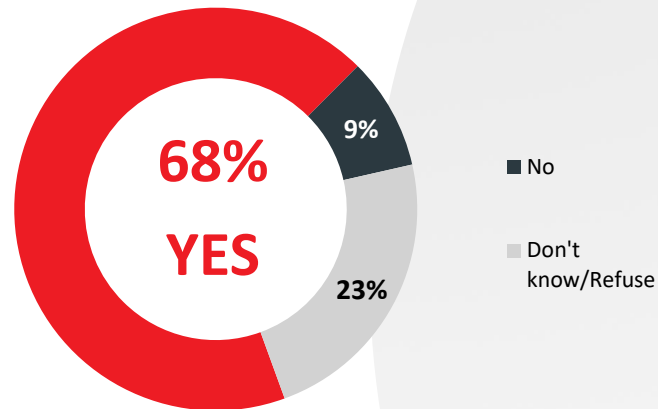
23% Don't know/Refuse

	Total Canada	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Male	Female
Weighted n=	1 526	103	353	592	98	170	208	404	493	630	742	784
Unweighted n=	1 526	100	407	609	125	125	160	350	528	648	746	780
Yes	68%	72%	73%	65%	59%	70%	71%	59%	64%	77%	69%	68%
No	9%	8%	8%	9%	8%	10%	9%	15%	11%	3%	11%	7%
Don't know/Refuse	23%	20%	19%	26%	33%	20%	20%	25%	25%	20%	20%	26%

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Opinion on number of delays and cancellations (2/2)

Q5. In your opinion, have there been more flight delays and cancellations from airline companies in the past year?
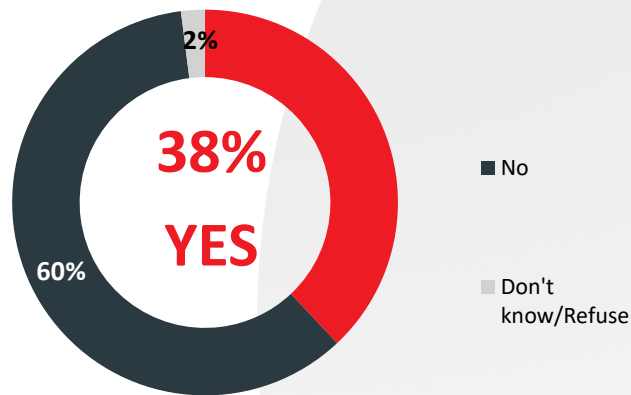
Base: All respondents

	Total Canada	Total USA	Gap
Weighted n=	1,526	1,000	
Unweighted n=	1,526	1,000	
Yes	**68%**	**50%**	18
No	**9%**	**17%**	8
I don't know/Prefer not to answer	**23%**	**33%**	10

Flight(s) taken in the last year (1/2)

Q6. Have you taken one or more flights in the last 12 months?

Base: All respondents

38% YES

No 60%
2%
Don't know/Refuse

	Total Canada	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Male	Female
Weighted n=	*1 526*	*103*	*353*	*592*	*98*	*170*	*208*	*404*	*493*	*630*	*742*	*784*
Unweighted n=	*1 526*	*100*	*407*	*609*	*125*	*125*	*160*	*350*	*528*	*648*	*746*	*780*
Yes	**38%**	29%	34%	38%	40%	43%	46%	44%	42%	32%	42%	35%
No	**60%**	69%	65%	58%	57%	57%	54%	52%	56%	68%	55%	64%
Don't know/Refuse	**2%**	2%	1%	3%	3%	1%	0%	4%	3%	0%	3%	1%

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Flight(s) taken in the last year (2/2)

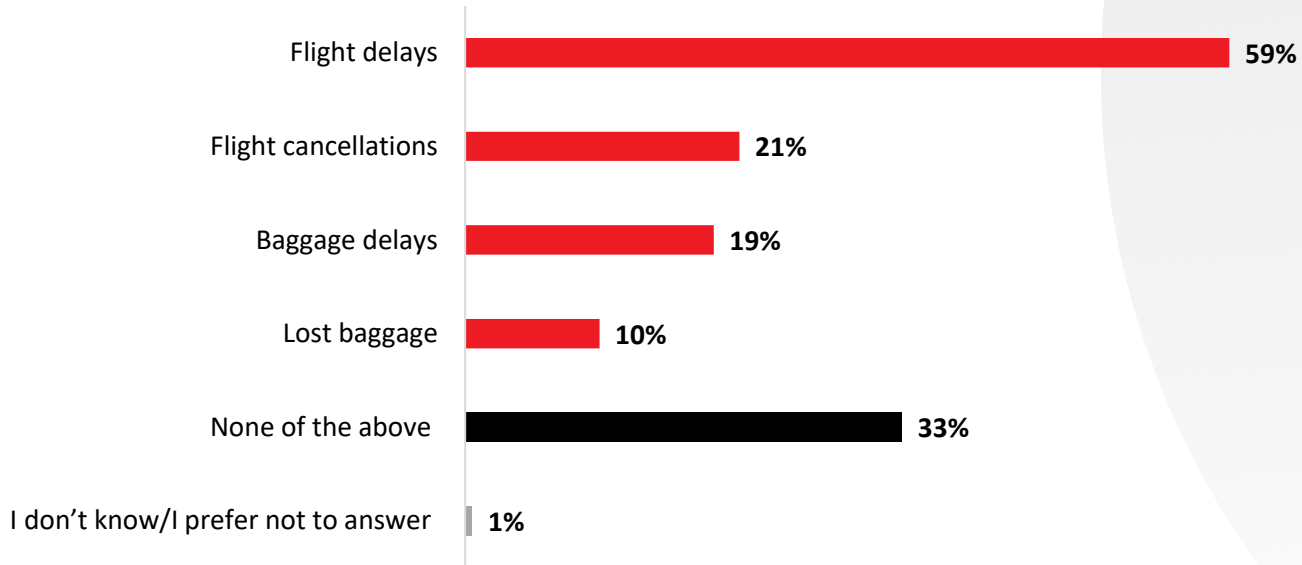## Q6. Have you taken one or more flights in the last 12 months?

Base: All respondents

	Total Canada	Total USA	Gap
Weighted n=	1,526	1,000	
Unweighted n=	1,526	1,000	
Yes	**38%**	**32%**	6
No	**60%**	**64%**	4
Don't know/Refuse	2%	3%	1

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Situations experienced at airports (1/3)

Q7. In the last 12 months, have you experienced any of the following with respect to the flight(s) you took?

Base: Respondents who have taken at least one flight in the past year (n=653)

Category	Percentage
Flight delays	59%
Flight cancellations	21%
Baggage delays	19%
Lost baggage	10%
None of the above	33%
I don't know/I prefer not to answer	1%

Situations experienced at airports (2/3)

Q7. In the last 12 months, have you experienced any of the following with respect to the flight(s) you took?

Base: Respondents who have taken at least one flight in the past year

	Total Canada	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Male	Female
Weighted n=	584	30	120	227	39	72	95	177	206	201	312	272
Unweighted n=	653	34	148	273	61	54	83	165	251	237	349	304
Flight delays	59%	73%	53%	56%	67%	75%	52%	66%	62%	48%	57%	61%
Flight cancellations	21%	21%	23%	18%	25%	27%	18%	27%	24%	14%	18%	24%
Baggage delays	19%	25%	14%	21%	19%	22%	18%	25%	20%	12%	22%	16%
Lost baggage	10%	17%	7%	9%	13%	18%	7%	13%	11%	7%	10%	11%
None of the above	33%	27%	36%	35%	24%	20%	43%	21%	32%	45%	34%	33%
I don't know / I prefer not to answer	1%	0%	0%	0%	3%	0%	2%	1%	0%	1%	0%	1%

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Situations experienced at airports (3/3)

Q7. In the last 12 months, have you experienced any of the following with respect to the flight(s) you took? Base: Respondents who have taken at least one flight in the past year

	Total Canada	Total USA	Gap
Weighted n=	584	325	
Unweighted n=	653	349	
Flight delays	59%	52%	7
Flight cancellations	21%	20%	1
Baggage delays	19%	16%	3
Lost baggage	**10%**	**6%**	4
None of the above	33%	39%	6
I don't know / I prefer not to answer	1%	0%	1

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Influence of flight delays or cancellations (1/2)

Q8. Have flight delays or cancellations influenced your decision to choose or avoid certain airlines in the future?

Base: All respondents (n=1,526)
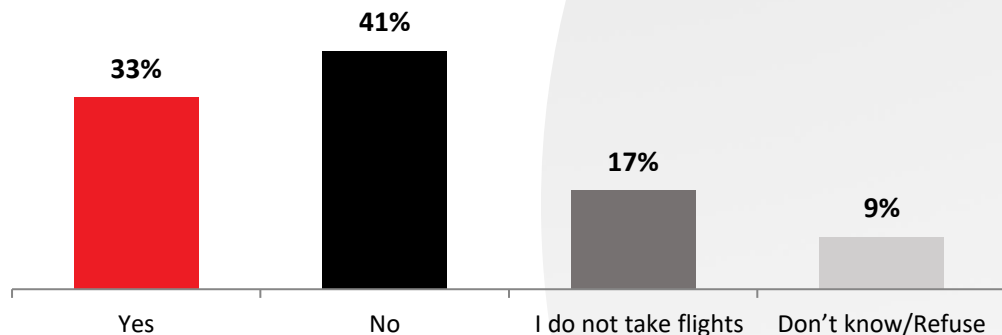
	Total Canada	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Male	Female
Weighted n=	1 526	103	353	592	98	170	208	404	493	630	742	784
Unweighted n=	1 526	100	407	609	125	125	160	350	528	648	746	780
Yes	33%	33%	37%	32%	21%	32%	33%	30%	33%	34%	32%	33%
No	41%	40%	35%	40%	49%	53%	43%	46%	42%	38%	46%	37%
I do not take flights	17%	15%	23%	18%	14%	11%	15%	17%	16%	19%	14%	21%
Don't know/Refuse	9%	12%	6%	10%	15%	4%	9%	8%	9%	9%	8%	9%

Influence of flight delays or cancellations (2/2)

Q8. Have flight delays or cancellations influenced your decision to choose or avoid certain airlines in the future?

Base: All respondents

	Total Canada	Total USA	Gap
Weighted n=	*1,526*	*1,000*	
Unweighted n=	*1,526*	*1,000*	
Yes	**33%**	**18%**	15
No	41%	46%	5
I do not take flights	**17%**	**29%**	12
Don't know/Refuse	9%	7%	2

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Direct flights (1/3)

Q9. To what extent do you agree or disagree with the following statement: "Due to concerns over flight delays and missed connections, I am trying to only book direct flights going forward."
Base: All respondents (n=1,526)

Total Agree: 56%
- Strongly agree: 25%
- Somewhat agree: 32%

Total Disagree: 10%
- Somewhat disagree: 7%
- Strongly disagree: 3%

- Not applicable: 25%
- DNK/Refusal: 9%

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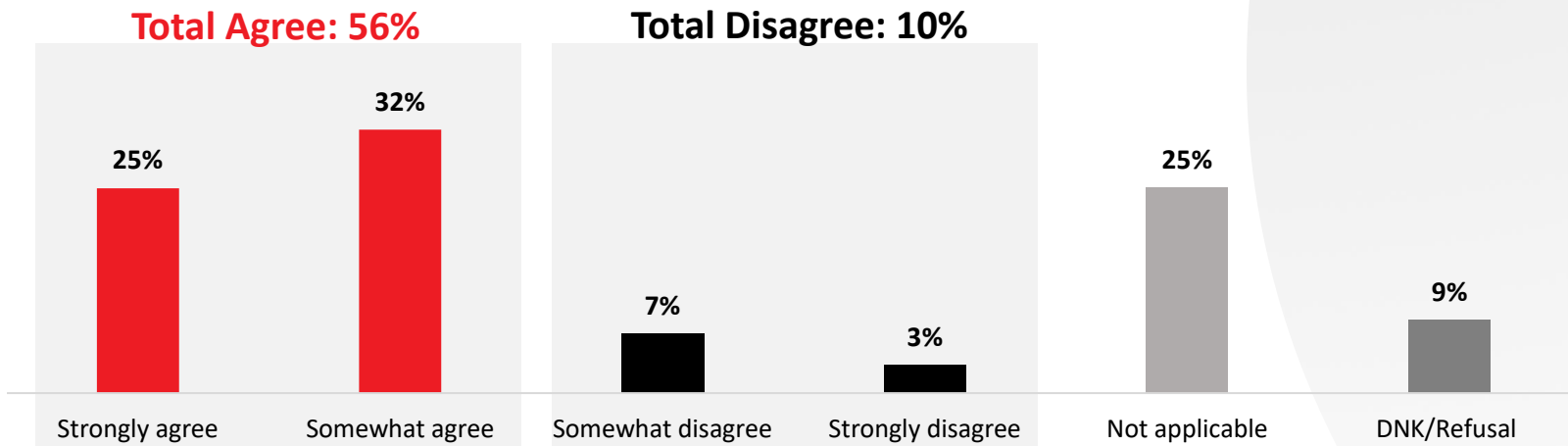
Direct flights (2/3)

Q9. To what extent do you agree or disagree with the following statement: "Due to concerns over flight delays and missed connections, I am trying to only book direct flights going forward."
Base: All respondents

	Total Canada	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Male	Female
Weighted n=	1 526	103	353	592	98	170	208	404	493	630	742	784
Unweighted n=	1 526	100	407	609	125	125	160	350	528	648	746	780
Total Agree	**56%**	54%	56%	55%	54%	55%	64%	53%	55%	59%	**60%**	**52%**
Strongly agree	**25%**	24%	26%	25%	18%	27%	21%	21%	26%	26%	24%	25%
Somewhat agree	**32%**	30%	30%	29%	36%	27%	**43%**	32%	29%	33%	**36%**	**27%**
Total Disagree	**10%**	13%	**7%**	10%	9%	16%	11%	14%	13%	**6%**	12%	9%
Somewhat disagree	**7%**	8%	5%	8%	8%	5%	10%	10%	9%	**4%**	7%	7%
Strongly disagree	**3%**	5%	2%	3%	1%	**10%**	2%	4%	4%	2%	**5%**	**2%**
Not applicable	25%	22%	**31%**	24%	26%	19%	20%	21%	22%	**29%**	**19%**	**30%**
I don't know/I prefer not to answer	9%	12%	**5%**	11%	11%	11%	**4%**	11%	10%	**6%**	9%	9%

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Direct flights (3/3)

Q9. To what extent do you agree or disagree with the following statement: "Due to concerns over flight delays and missed connections, I am trying to only book direct flights going forward."
Base: All respondents

	Total Canada	Total USA	Gap
Weighted n=	*1,526*	*1,000*	
Unweighted n=	*1,526*	*1,000*	
Total Agree	**56%**	**35%**	21
Strongly agree	**25%**	**14%**	11
Somewhat agree	**32%**	**22%**	10
Total Disagree	10%	13%	3
Somewhat disagree	7%	9%	2
Strongly disagree	3%	4%	1
Not applicable	**25%**	**40%**	15
I don't know/I prefer not to answer	9%	11%	2

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REPORT

Detailed methodology

Weighted and Unweighted Sample (1/3)

The table below presents the Canadian geographic distribution of respondents before weighting.

	Unweighted	Weighted
Province		
British Columbia	160	208
Alberta	125	170
Manitoba/Saskatchewan	125	98
Ontario	609	592
Quebec	407	353
Atlantic	100	103

The table below presents the American geographic distribution of respondents before weighting.

	Unweighted	Weighted
US Region		
NorthEast	206	181
MidWest	220	209
South	336	376
West	238	234

Weighted and Unweighted Sample (2/3)

The following tables present the demographic distribution of respondents according to gender, age and language (mother tongue) for Canada.

The table below presents the Canadian geographic distribution of respondents before weighting.

	Unweighted	Weighted
Gender		
Male	746	742
Female	780	784
Age		
18 to 34	350	404
35 to 54	528	493
55+	648	630
Language (Mother tongue)		
English	965	1,048
French	362	302
Other	198	176

Weighted and Unweighted Sample (3/3)

The following tables present the demographic distribution of respondents according to gender and age for the United States.

	Unweighted	Weighted
Gender		
Male	491	481
Female	509	519
Age		
Between 18 and 29	163	186
Between 30 and 39	192	180
Between 40 and 49	220	164
Between 50 and 64	212	251
65 or older	213	219

Our Services

- **Leger**
  Marketing research and polling

- **Customer Experience (CX)**
  Strategic and operational customer experience
  consulting services

- **Leger Analytics (LEA)**
  Data modelling and analysis

- **Leger Opinion (LEO)**
  Panel management

- **Leger Communities**
  Online community management

- **Leger Digital**
  Digital strategy and user experience

- **International Research**
  Worldwide Independent Network (WIN)

600
EMPLOYEES

185
CONSULTANTS

8
OFFICES

MONTREAL | QUEBEC CITY | TORONTO | WINNIPEG

EDMONTON | CALGARY | VANCOUVER | NEW YORK

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Leger is a member of the Canadian Research Insights Council (CRIC), the industry association for the market/survey/insights research industry.

Leger is a member of ESOMAR (European Society for Opinion and Market Research), the global association of opinion polls and marketing research professionals. As such, Leger is committed to applying the international ICC/ESOMAR code of Market, Opinion and Social Research and Data Analytics.

Leger is also a member of the Insights Association, the American Association of Marketing Research Analytics.

Leger is a sponsor of CAIP Canada, Canada's professional body for Certified Analytics and Insights Professionals who uphold CRIC's marketing research and public opinion research standards. CAIP Canada is globally endorsed by ESOMAR and the MRII/University of Georgia.