

## Canadians' Views on Travelling to Mexico *Survey of Canadians*



# Methodology

This week, we surveyed Canadians on their views on travelling to Mexico in the context of recent news reports in the country.

## Method

Online survey among respondents 18 years of age or older.  
(Canadian sample: **n= 1,659**)

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

## 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.

## When

Data collection from **February 27 to March 2, 2026**.

## Margin of error

For comparison purposes, a probability sample of this size yields a margin of error no greater than **±2.44%**, (19 times out of 20) for the sample.

## 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 than 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 one of the following people:

**Sebastien Dallaire** ([sdallaire@leger360.com](mailto:sdallaire@leger360.com))  
Executive Vice-President, Eastern Canada

**Andrew Enns** ([aenns@leger360.com](mailto:aenns@leger360.com))  
Executive Vice-President, Central Canada

**Jennifer McLeod Macey** ([jmcleodmacey@leger360.com](mailto:jmcleodmacey@leger360.com))  
Senior Vice-President Central Canada

**Steve Mossop** ([smossop@leger360.com](mailto:smossop@leger360.com))  
Executive Vice-President, Western Canada

## Notes

A more detailed methodology is presented in the Appendix.

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## CANADA 2025

**LEGER POLL**  
Published on  
April 26, 2025

**OFFICIALS RESULTS**  
2025 Canada  
Federal Election

	<b>43%</b>	<b>43.7%</b>
	<b>39%</b>	<b>41.3%</b>
	<b>8%</b>	<b>6.3%</b>
	<b>6%</b>	<b>6.3%</b>
	<b>2%</b>	<b>1.2%</b>

## BRITISH COLUMBIA 2024

**LEGER POLL**  
Published on  
October 18, 2024

**OFFICIALS RESULTS**  
2024 British Columbia  
Provincial Election

	<b>46%</b>	<b>45%</b>
	<b>42%</b>	<b>43%</b>
	<b>9%</b>	<b>8%</b>
Others	<b>3%</b>	<b>4%</b>

## UNITED STATES 2024

**LEGER POLL**  
Published on  
November 4, 2024

**OFFICIALS RESULTS**  
2024 United States  
Presidential Election

	<b>49%</b>	<b>50%</b>
	<b>49%</b>	<b>48%</b>
Others	<b>2%</b>	<b>2%</b>

## Key Highlights

Some of **the key highlights** of our survey...

**Safety concerns are high among Canadians and are influencing perceptions and travel intentions regarding Mexico. However, Canadians who have already travelled to Mexico or who plan to do so in the near future tend to hold a more positive view of the situation, and are more likely to maintain their travel intentions despite recent news coverage:**

- **Among those with plans or intentions to visit Mexico, nearly one third (31%) now intend to choose a different destination**, while 7% are considering cancelling a booked trip and 2% have already cancelled. However, **46% still plan to travel as originally intended**. This proportion rises to 64% among respondents who travelled to Mexico in the past few years.
- **A majority of Canadians (55%) rate their concern about travelling to Mexico in the high range (8 to 10 on a 10-point scale), with an average concern score of 7.5 out of 10**. The average concern is lower among respondents who have a trip planned to Mexico or are considering going (6.5/10).
- **More Canadians perceive Mexico as less safe than the United States (44%) than safer (17%)**, while 21% consider the two about equally safe. However, respondents who have been to Mexico in the past few years are more likely to perceive Mexico as safer than the United States (28% vs. 17%).
- **While 27% believe Mexico's tourism reputation will recover within a few months and 24% within about a year, 22% think it will take several years and 11% believe it may not fully recover**. Canadians who have been to Mexico in the past few years are more likely to think the tourism reputation will recover within the next few months (39%) or within about a year (30%).

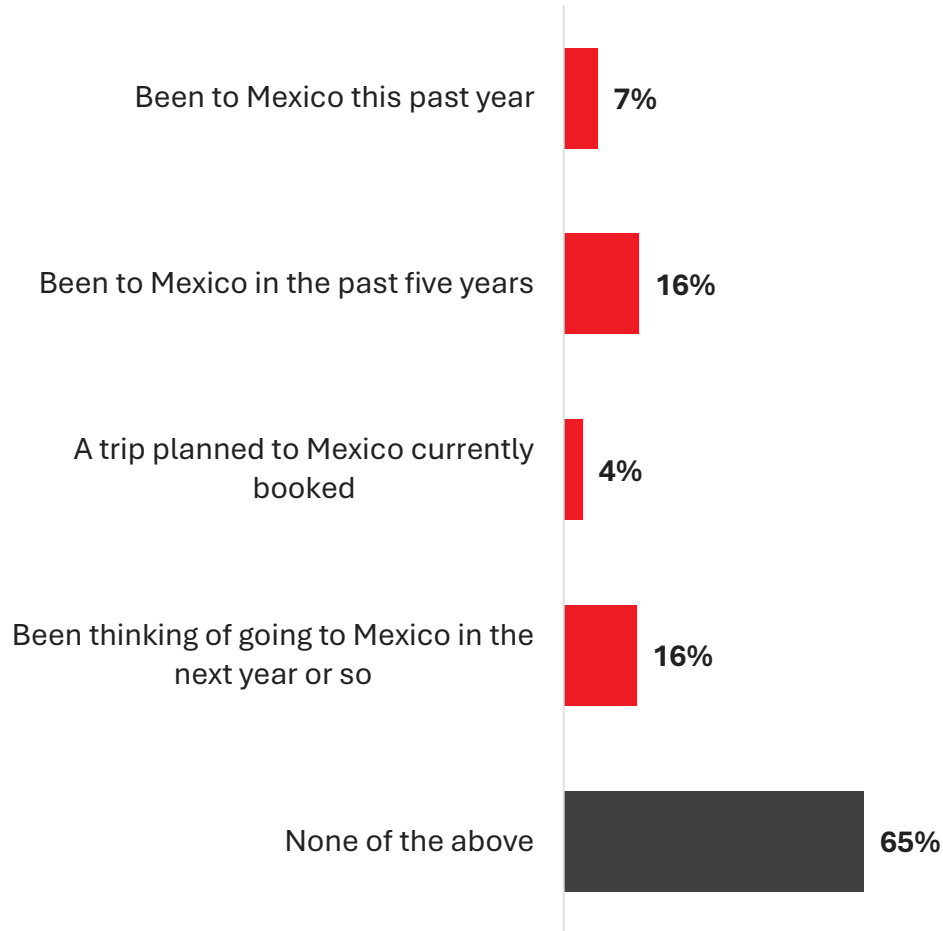
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Detailed Results

# Impact of Recent News Reports on Travel Plans to Mexico

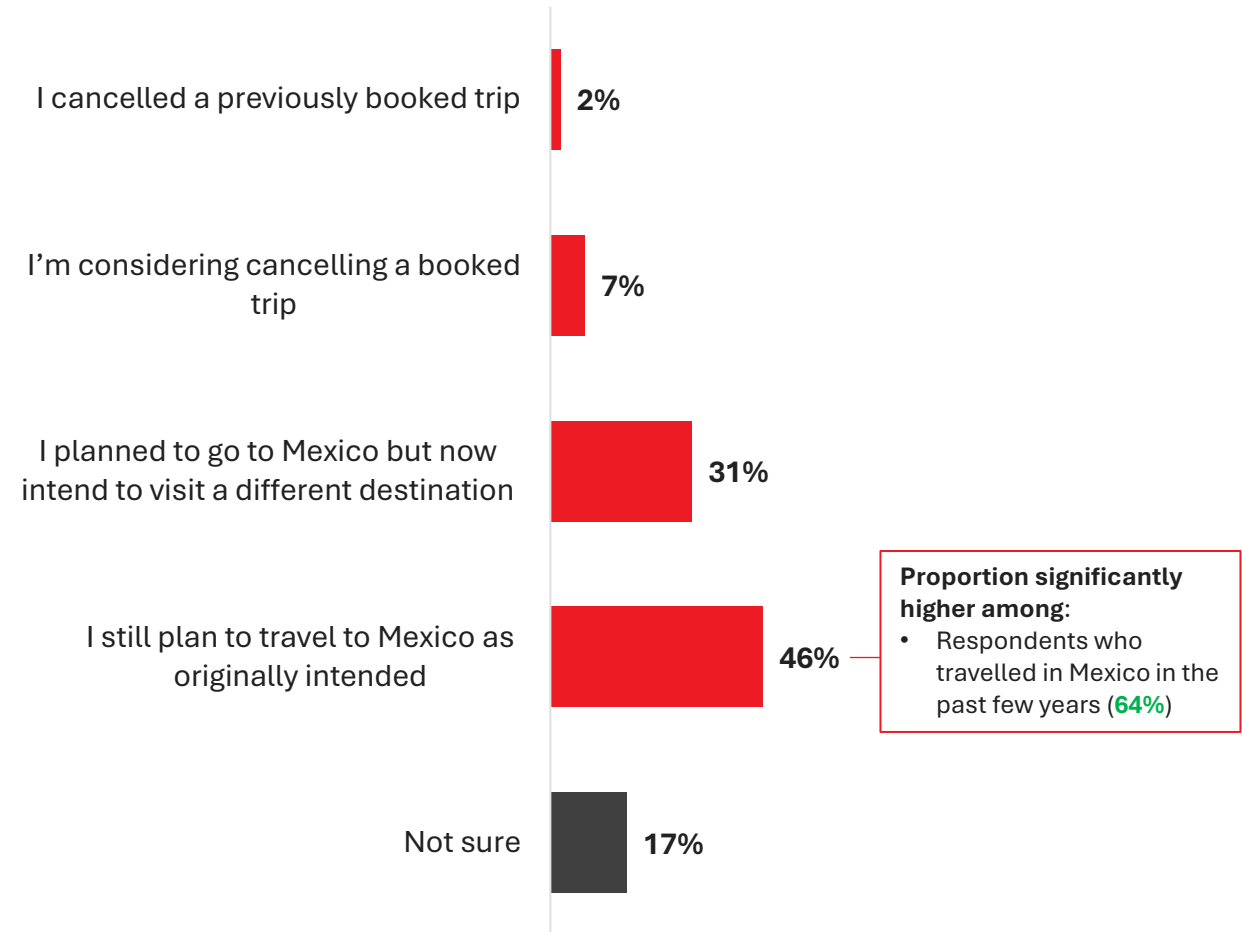
## Q1. Have you...(check all that apply)

Base: All respondents (n=1,659)



## Q2. How have recent news reports in Mexico affected your leisure travel plans to travel there?

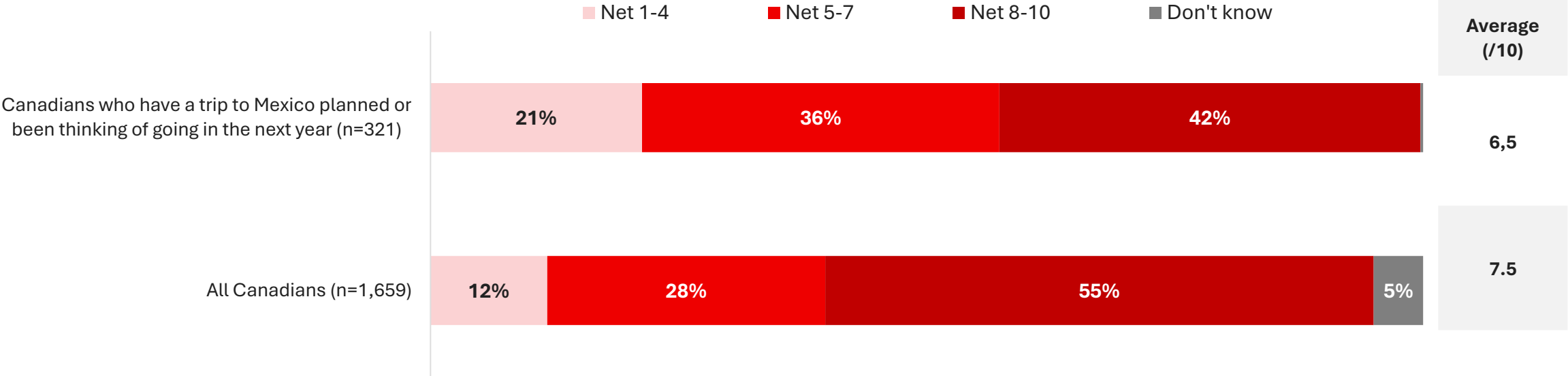
Base: Respondents who have a trip to Mexico planned or been thinking of going in the next year (n=321)



# Level of Concern About Safety When Travelling to Mexico

**Q3.** On a scale of 1-10 where 10 is very concerned and 1 is not concerned at all, how concerned about your safety would you be about travelling to Mexico right now?

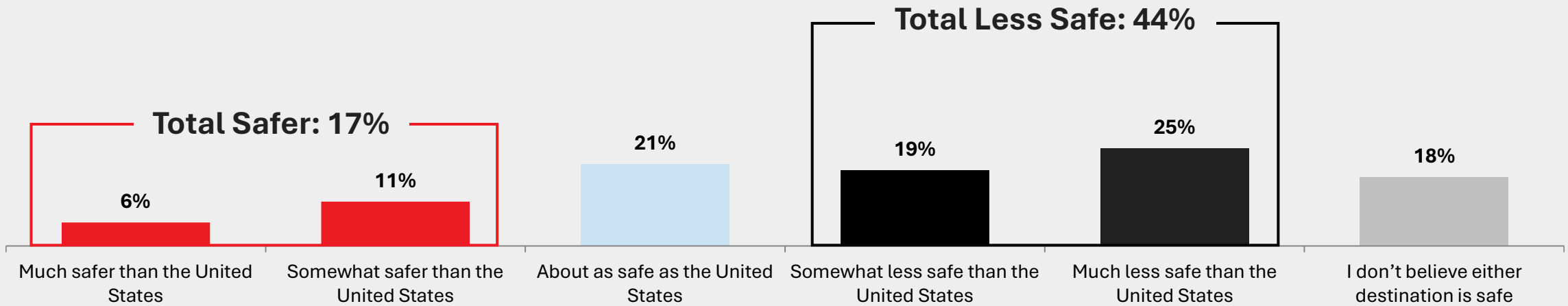
Base: All respondents



## Perceived Safety of Mexico vs. the United States – Among All Canadians

**Q5.** How would you compare the overall safety of travelling to Mexico versus the United States at this time? In your view, is Mexico...

Base: All respondents (n=1,659)

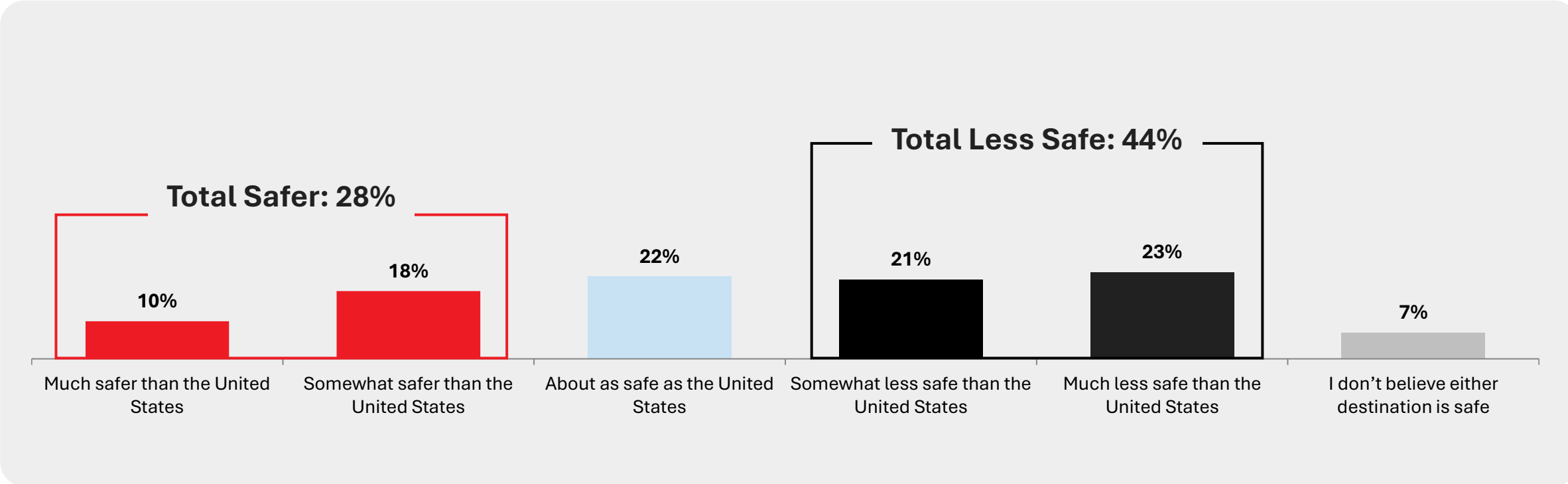




# Perceived Safety of Mexico vs. the United States – Among Canadians who travelled to Mexico in the past few years

**Q5.** How would you compare the overall safety of travelling to Mexico versus the United States at this time? In your view, is Mexico...

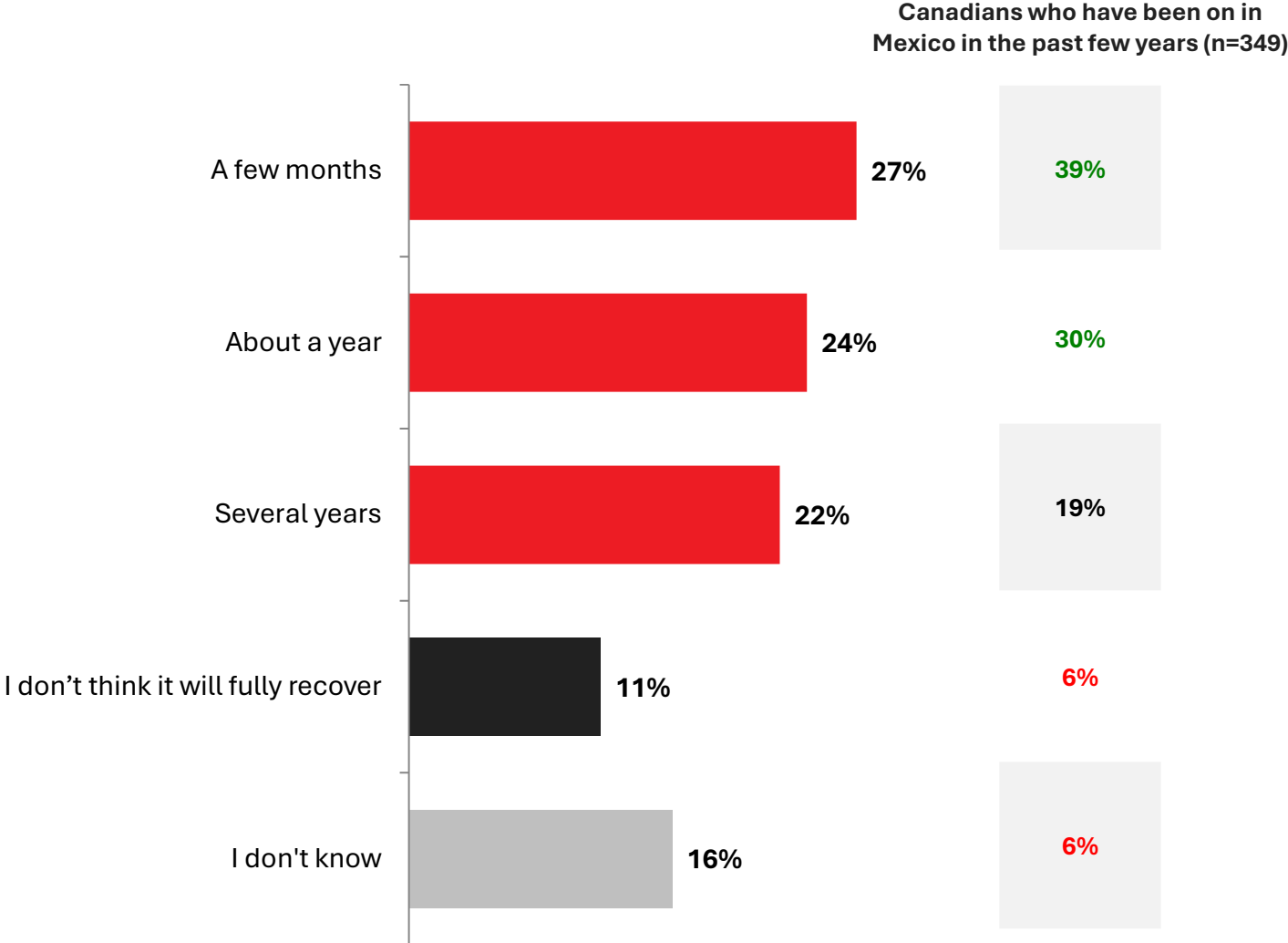
Base: Respondents who travelled to Mexico in the past few years (n=349)



# Perceived Time for Mexico’s Tourism Reputation to Recover

**Q4.** Based on what you have seen and heard, how long do you think it will take for Mexico’s tourism reputation to recover?

Base: All respondents



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# Respondent Profile

## Respondent profiles

(Base n=1,659)

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

### Gender

	Unweighted	Weighted
Male	<b>848</b>	<b>795</b>
Female	<b>779</b>	<b>832</b>

### Language (Mother Tongue)

	Unweighted	Weighted
French	<b>384</b>	<b>319</b>
English	<b>1,097</b>	<b>1,175</b>
Other	<b>145</b>	<b>132</b>

### Age

	Unweighted	Weighted
18 to 34	<b>357</b>	<b>422</b>
35 to 54	<b>481</b>	<b>422</b>
55+	<b>789</b>	<b>676</b>

### Province

	Unweighted	Weighted
British Columbia	<b>165</b>	<b>226</b>
Alberta	<b>140</b>	<b>180</b>
Manitoba/Saskatchewan	<b>144</b>	<b>106</b>
Ontario	<b>632</b>	<b>636</b>
Quebec	<b>428</b>	<b>372</b>
Atlantic	<b>118</b>	<b>107</b>

## Our Credentials



### Canada

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



### Europe

Leger is a member of [ESOMAR](#) (European Society for Opinion and Market Research), the global association of opinion polls and marketing research professionals.



### America

Leger is also a member of the [Insights Association](#), the American Association of Marketing Research Analytics.



### International

Leger is a member of the [Worldwide Independent Network of Market Research \(WIN\)](#), a global alliance of leading independent market research and polling firms that collaborate to share expertise, methodologies, and insights across diverse markets.

## Our services

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### Leger Analytics (LEA)

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### Leger Opinion (LEO)

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### Leger Communities

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### Leger Digital

Digital strategy and user experience

### International Research

Worldwide Independent Network (WIN)

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employees

**185**  
consultants

**8**  
offices

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