



PRESS RELEASE | British Columbia

Methodology:

Results are based on an online study conducted from November 14 to November 16, 2022, among 800 adults in British Columbia. The data has been statistically weighted according to Canadian census figures for age, gender and region in British Columbia. The margin of error—which measures sample variability—is +/- 3.5 percentage points, nineteen times out of twenty.

Are you planning to take a holiday (that is, spend at least one night away from your current location) in the next three months?

Yes – 51% (+7)
No / Not sure – 49% (-7)

How concerned are you about each of these possible problems arising during travel? – “Very concerned” and “Moderately concerned” listed

Losing money due to cancellations – 76% (-1)
Getting infected with COVID-19 during a trip – 63% (-12)

Most British Columbians Eager to Experience Holiday Travel

Willingness to embark on a trip in 10 different ways is significantly higher this year than in 2021.

Vancouver, BC [November 26, 2021] – Residents of British Columbia are more likely to be planning to spend time away from their homes during the holiday season than last year, a new Research Co. poll has found.

In the online survey of a representative provincial sample, 51% of British Columbians plan to take a holiday—or spend at least one night away from their current location—in the next three months, up seven points since a similar Research Co. poll [conducted in November 2021](#).

“More than three-in-five British Columbians aged 18-to-34 (64%) are considering a holiday trip,” says Mario Canseco, President of Research Co. “The proportions are lower among British Columbians aged 35-to-54 (50%) and aged 55 and over (43%).”

More than half of British Columbians say they are willing to travel in two ways right now: on a ferry (56%, +10) and taking an airplane flight to another province (54%, +18).

More than two-in-five British Columbians are ready to travel using four other forms of transportation: a trip by car to the United States (48%, +21), an airplane flight within British Columbia (46%, +14), an airplane flight to a different continent (45%, +23) and an airplane flight to the United States (44%, +23).

Fewer British Columbians are willing to take a railway trip (37%, +14), a bus trip shorter than 3 hours (33%, +8), a trip on a cruise ship (26%, +15) or a bus trip longer than 3 hours (23%, +7).

Just over three-in-four British Columbians (76%, -1) say they are “very concerned” or “moderately concerned” about losing money due to cancellations.

More than three-in-five British Columbians (63%) are worried about getting infected with COVID-19 during their trip, down 12 points since late 2021.

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About Research Co.

Simply put, we are curious about what people think and the decisions they will make. Some call it public opinion, others call it



PRESS RELEASE | British Columbia

polling or public affairs. We never compromise facts for profit. Our agenda is the truth.

We have a global network of partners in the qualitative, data collection and data visualization specialities.

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