

5TH ANNUAL EXPEDIA VACATION DEPRIVATION SURVEY

1 in 3 Canadian Workers Vacation-Deprived

Rates Highest in BC, Alberta, and Ontario; Lowest in Quebec



Ipsos Reid



Public Release Date: - May 17, 2007

Ipsos Reid is Canada's market intelligence leader and the country's leading provider of public opinion research. With operations in eight cities, Ipsos Reid employs more than 300 researcher professionals and support staff in Canada. The company has the biggest network of telephone call centres in Canada, as well as the largest pre-recruited household and on-line panels. Ipsos Reid's

Canadian marketing research and public affairs practices are staffed with seasoned research consultants with extensive industry-specific backgrounds, offering the premier suite of research vehicles in Canada—including the Ipsos Trend Report, the leading source of public opinion in the country—all of which provide clients with actionable and relevant information. Ipsos Reid is an Ipsos company, a leading global survey-based market research group. To learn more, visit

www.ipsos.ca

For copies of other news releases, please visit

<http://www.ipsos-na.com/news/>

© Ipsos Reid

*Washington • New York • Chicago • Minneapolis • Seattle • San Francisco
Vancouver • Edmonton • Calgary • Winnipeg • Toronto • Ottawa • Montreal*



5TH ANNUAL EXPEDIA VACATION DEPRIVATION SURVEY

1 in 3 Canadian Workers Vacation-Deprived

Rates Highest in BC, Alberta, and Ontario; Lowest in Quebec

Toronto, ON – The Fifth Annual Expedia.ca Vacation Deprivation Survey conducted by Ipsos Reid finds that one-third (36%) of employed Canadians would diagnose themselves as “Vacation-Deprived” and while one in three (34%) would say they are less Vacation-Deprived than they were five years ago, two-thirds feel more (27%) or just as (40%) Vacation-Deprived as they did five years ago.

Two in ten (21%) employed Canadians are “giving days back” to their employer and, on average, employed Canadians, as a whole, are giving back a total of 2 vacation days each; on par with last year’s findings.

Regionally, Quebec workers are consistently the least deprived: Just 15% are giving days back to their bosses and 25% would characterize themselves as Vacation-Deprived. Comparatively, four in ten workers in BC (43%), Alberta (41%), and Ontario (40%) are self-described as Vacation-Deprived. Accordingly, workers in these provinces are more apt to feel they are *more* Vacation-Deprived than five years ago: 34% in BC, 28% in Alberta, and 31% in Ontario (versus 17% in Quebec).

There are many reasons why Canadian workers may not take all of the vacation days they are entitled to, these include trading days in for money (12%), not making plans far enough in advance (11%), and/or being too busy at work (11%).

© Ipsos Reid



Most (55%) employed Canadians come back from vacation feeling rested, rejuvenated, and reconnected to their personal life and many (43%) feel more productive and better about their job. Yet, bad habits still prevail: 34% regularly work more than 40 hours a week, 18% have cancelled/postponed a vacation because of work, and 18% check their work messages while on vacation.

Moreover, while nearly all (93%) believe they are fully entitled to all of their vacation days and 75% say their employer encourages them to use all of their vacation time, many have trouble coping with stress during the vacation cycle (30%) or feel guilty about taking time off (28%).

Do technological advancements like Blackberries, PDAs, Pocket PCs, webmail, or cell phones make it easier? It's a tough call... Four in ten (41%) say it makes no difference, 36% say it makes it harder to get away, and 23% say it makes it easier.

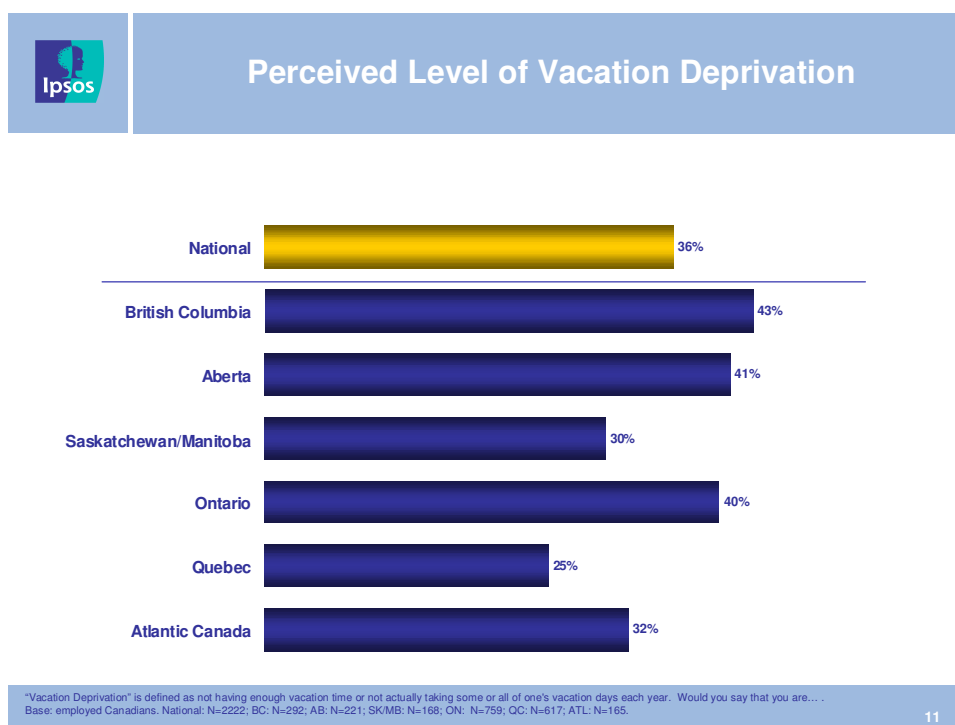
These are the findings of an online Ipsos Reid/Expedia.ca study conducted from April 5-10, 2007. For the survey, a representative, randomly selected sample of 2,222 employed Canadian adults was polled. With a sample of this size, the results are considered accurate to within ± 2.1 percentage points, 19 times out of 20, of what they would have been had this population been polled. The margin of error will be larger within regions and for other sub-groupings of the survey population. These data were weighted to ensure the sample's regional and age/sex composition reflects that of the actual Canadian population according to Census data.*

**Questions 1-2 were asked April 20-23, 2007 among a sample of 2,822 employed Canadian adults, resulting in a margin of error of $\pm 1.8\%$.*

Vacation Deprivation Rates

One-third (36%) of employed Canadians would diagnose themselves as “Vacation-Deprived”

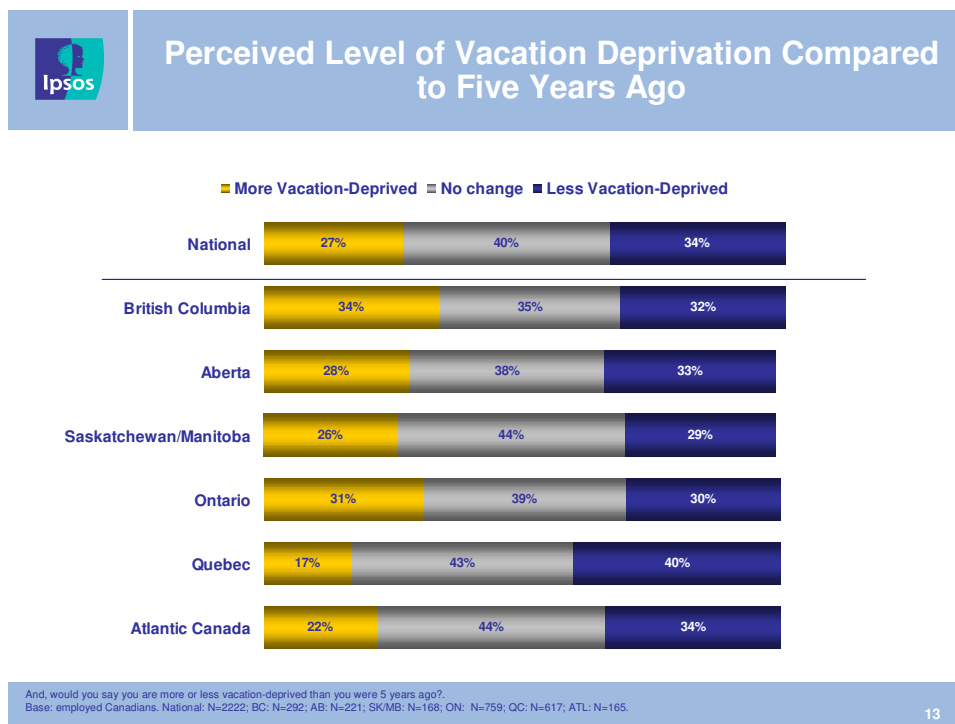
- Regionally, Quebec workers (25%) are least likely to describe themselves as Vacation-Deprived, while those in BC (43%), Alberta (41%), and Ontario (40%) are most likely to feel this way.



- Self-assessed Vacation Deprivation levels decrease with age: 47% among young adults vs. 34% of middle-aged adults vs. 26% of older adults.
- Self-employed Canadians are more likely to feel deprived (41% vs. 35% of others).

While one in three (34%) would say they are less Vacation-Deprived than they were five years ago, two-thirds feel more (27%) or just as (40%) Vacation-Deprived as they did five years ago.

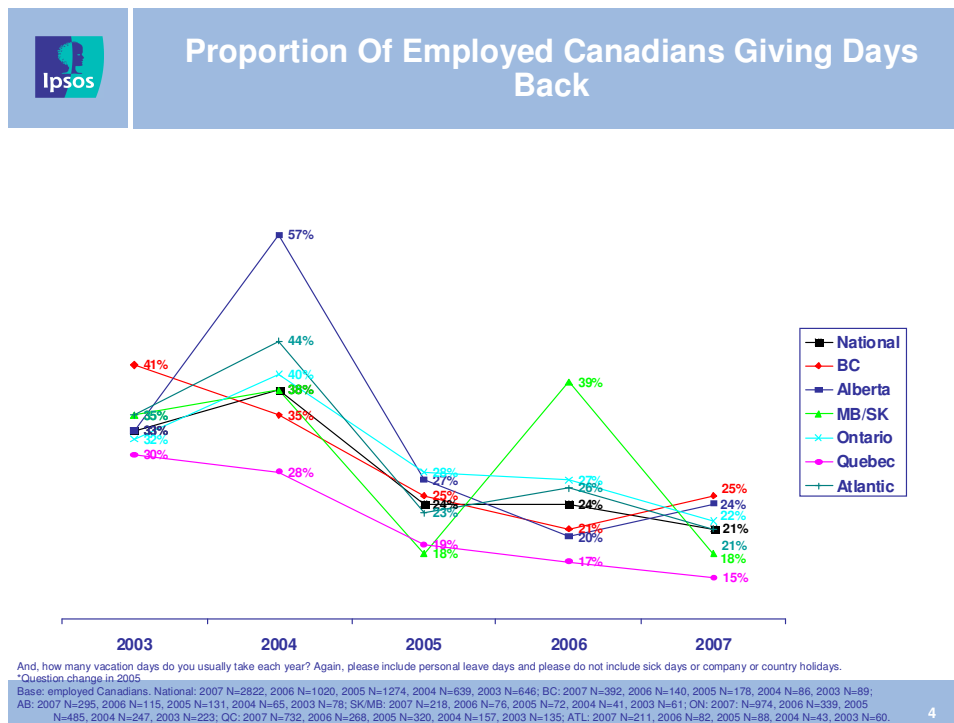
- Again, workers in BC (34%), Alberta (28%), and Ontario (31%) are more apt to feel they are *more* Vacation-Deprived than five years ago, while those in Quebec are more likely to feel *less* Vacation-Deprived (40%). Atlantic Canadians are also less likely to feel more deprived (22%),



- Young adults are more likely to feel more Vacation-Deprived than those who are 35 or older (36% vs. 23%).

A calculation of the number of vacation days received versus the numbers of days taken finds that 21% of employed Canadians typically “give days back” to their employer and, on average, employed Canadians, as a whole, are giving back a total of 2 vacation days each; on par with last year’s findings.

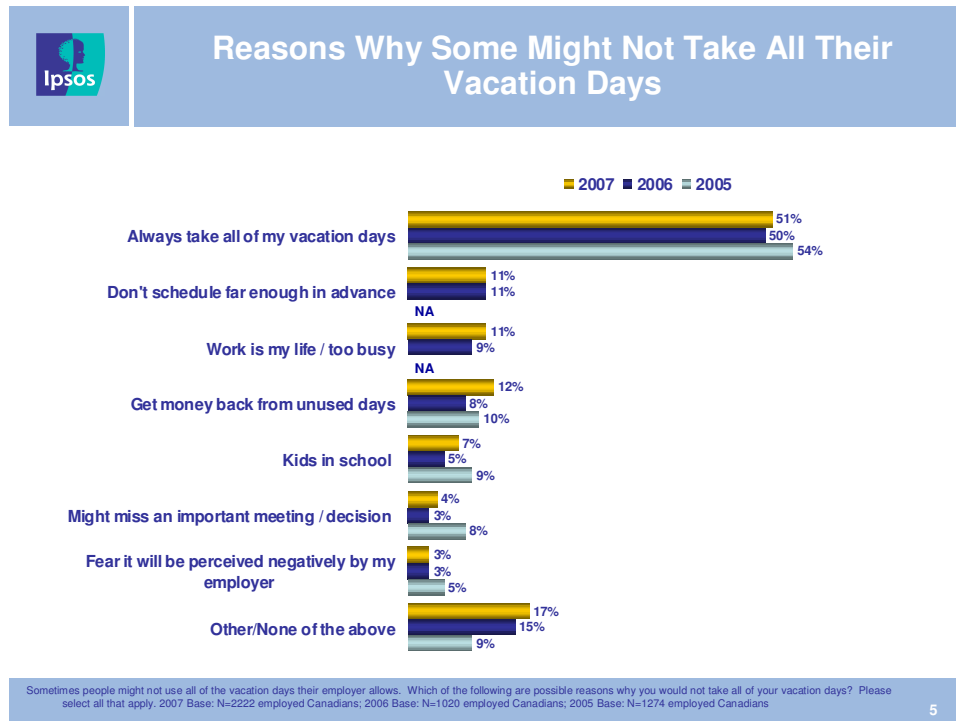
- Regionally, Quebec workers are consistently the least deprived: Just 15% are giving days back to their bosses.



- Men are more likely than women to give days back (23% vs. 18%).
- Full-time workers are more likely than others to give days back (25% vs. 12%).

Why Wouldn't Canadians Use All of their Vacation Time?

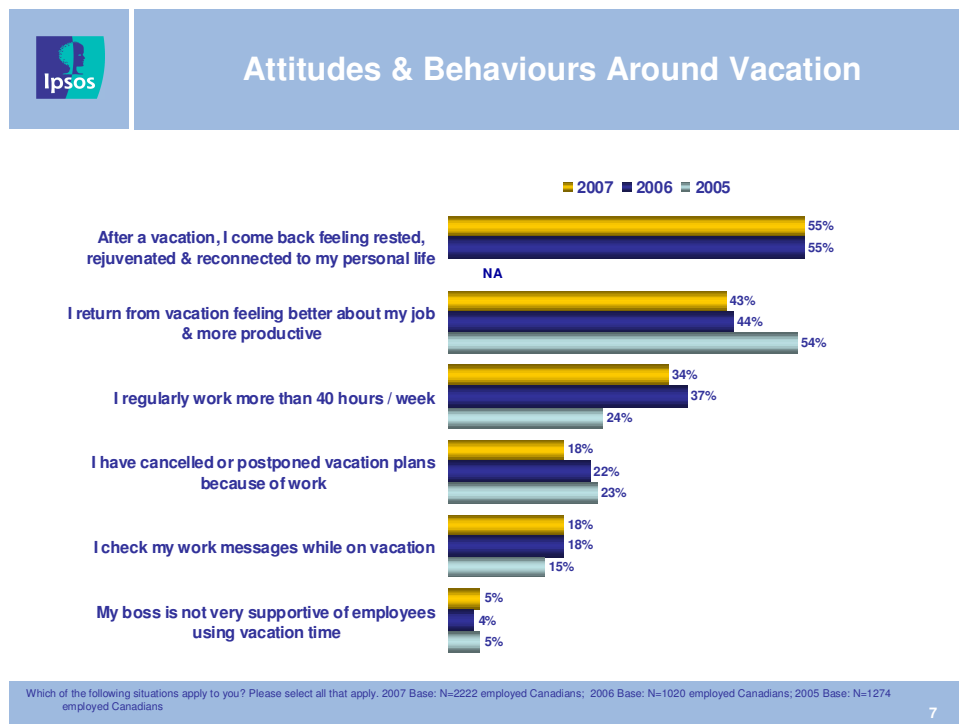
There are many reasons why Canadian workers may not take all of the vacation days they are entitled to, these include trading days in for money (12%), not making plans far enough in advance (11%), and/or being too busy at work (11%).



- Quebec workers are the least likely to say that their work is their life (4%).
- Young adults are more likely to try to get money back (16% vs. 10%), to feel like they might miss something important (6% vs. 3%), or to fear that taking all of their time will be negatively perceived (5% vs. 2%).

Most (55%) employed Canadians come back from vacation feeling rested, rejuvenated, and reconnected to their personal life and many (43%) feel more productive and better about their job. Yet, bad habits still prevail: 34% regularly work more than 40 hours a week, 18% have cancelled/postponed a vacation because of work, and 18% check their work messages while on vacation.

In addition, 5% of employed Canadians say their boss is not very supportive of employees taking time off from work.

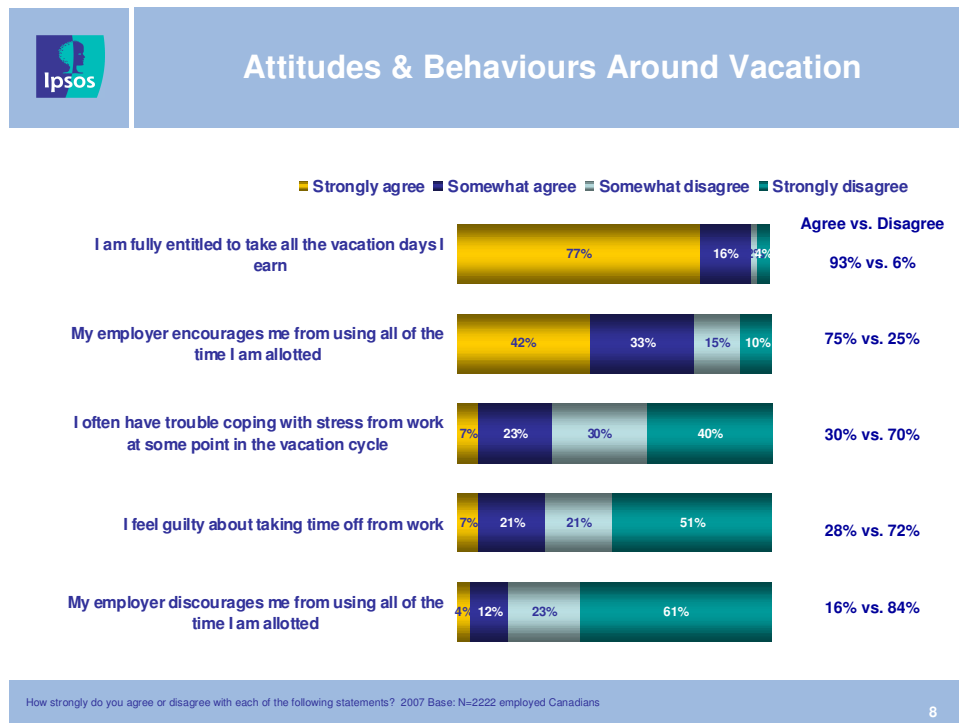


- Quebec workers are *least* likely to say that they check messages while on vacation (13%), that they have cancelled/postponed a vacation because of work (13%), or that their boss is not very supportive of employees taking time off (2%).

- Full-time workers are more likely than others to return from vacation feeling rested and rejuvenated (58% vs. 49%), and/or better about their job (46% vs. 37%).

While nearly all (93%) believe they are fully entitled to all of their vacation days and 75% say their employer encourages them to use all of their vacation time, many have trouble coping with stress during the vacation cycle (30%) or feel guilty about taking time off (28%).

Additionally, 16% say that their employer *discourages* them from taking all of their vacation time.

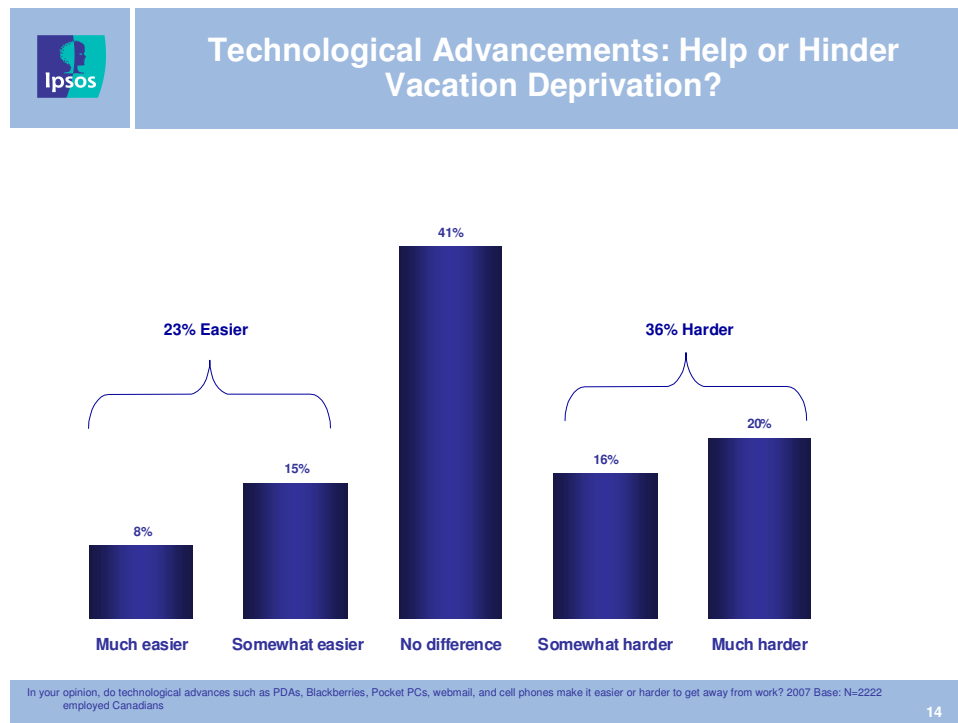


- Employed Quebecers are *least* likely to feel guilty about using all of their vacation days (18%).

- Young adults are more likely to feel guilty about taking time off (37% vs. 24%) and to say that their employer discourages them from using all of their vacation days (21% vs. 13%).
- Full-time workers are more likely to feel fully entitled to take all of their days (95% vs. 90%) and also to say that their employer encourages them to do so (77% vs. 69%).

Do Technological Advancements Make it Easier to Get Away?

Four in ten (41%) say it makes no difference, 36% say it makes it harder to get away, and 23% say it makes it easier.



- Quebec workers are more likely to think it's easier (29%).



- Self-employed Canadians are more likely to think it's easier (37% vs. 21%).
- The propensity to think it's *harder decreases* with age: 44% of young adults think so vs. 35% of middle-aged adults vs. 29% of older adults.

-30-

For more information on this news release, please contact:

*Jennifer McLeod Macey
Senior Research Manager
Ipsos Reid Public Affairs
(416) 324-2900*

For full tabular results, please visit our website at www.ipsos.ca. News Releases are available at: <http://www.ipsos-na.com/news/>