

# **Despite Using Vacations to Rekindle Fire (73%), Majority (54%) of Couples Haven't Been on Vacation Without Kids or Family in Past Year**

*Eight in ten (78%) Believe Vacations Remind them of their  
Partner's Best Qualities*

Public Release Date: Tuesday, September 18, 2007, 9:00am EST



**Ipsos Reid**

*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 research 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](http://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*

# **Despite Using Vacations to Rekindle Fire (73%), Majority (54%) of Couples Haven't Been on Vacation Without Kids or Family in Past Year**

## ***Eight in ten (78%) Believe Vacations Remind them of their Partner's Best Qualities***

**Toronto, ON** - Canadian love-birds are using vacations to rekindle the fire in their relationship with three quarters (73%) either 'strongly' (17%) or 'somewhat' agreeing (56%) that they 'use vacations as an opportunity to rekindle the fire in their relationship'. Further, the results of an Ipsos Reid poll conducted on behalf of Expedia finds that eight in ten (82%) Canadians who are currently in a committed relationship 'strongly' (29%) or 'somewhat agree' (53%) that 'vacations remind them of the qualities that they like best in their partner.' Despite acknowledging these benefits of vacationing together, a majority (54%) of Canadian couples have not taken a vacation together, but without any family or kids, within the past year.

Just one third (31%) of Canadians indicate that vacations are the 'same old story' for them, and that 'nothing changes' while on vacation. A majority (56%), however, believe that their relationship improves 'significantly' (23%) or 'somewhat' (33%) while on vacation.

As many Canadians are becoming increasingly busier trying to balance their work and social lives, vacations appear to be an occasion when couples are able to take some more time to enjoy each other's company a little more. In fact, most (84%) Canadians either 'strongly' (41%) or 'somewhat agree' (43%) that 'vacations are a chance to spend more time together'

with their partner than they are usually able to do. However, some Canadians enjoy taking separate vacations from their partner, with 6% indicating that they do so regularly, and one third (32%) indicating that they have done so in the past. While one in ten (11%) indicate that they are considering taking a separate vacation from one another, one half (50%) of Canadians say that they have never done so, nor would they consider doing so.

Continuing in the theme of romance, some (9%) Canadian couples are even going on 'creation vacations', whereby they use their holiday as an opportunity to conceive a child. On the other hand, some (12%) Canadians are using their holidays as a 'babymoon', seizing the chance to get away one last time before a new baby arrives. In fact, a majority (55%) of Canadians 'strongly' (15%) or 'somewhat' (41%) agree that they and their partner 'have more sex while on vacation'.

It is not just the actual vacation which couples are enjoying together, but the act of planning the vacation as well. Two thirds (63%) of couples indicate that planning their vacation is 'a collaborative effort', and that they research and book their vacations together. From among those who research and book together, the most common method is by planning and booking on the internet (39%), followed by using brochures and booking through a travel agent (21%), planning the trip online but booking through an agent (18%), using brochures and then booking online (15%), and, finally, using a travel agent to do both the planning and the booking on their behalf (7%).

And when planning their vacations, more Canadians would choose to go to an all-inclusive vacation to a sunny destination (40%) to rekindle their love, while others would plan to go on a romantic getaway to a bed and breakfast or inn (20%), a trip to another country to visit

several cities (14%), a sightseeing visit to a major city (9%) or on an 'extreme' outdoor vacation (5%).

While past studies have shown that many Canadians take their work with them on vacation, almost all (97%) Canadians say that they are 'very' (66%) or 'somewhat' (30%) focused on spending time with their partner while on vacation, and a similar proportion (94%) say that their partners are either 'very' (68%) or 'somewhat focused' (26%) on spending time with them while on vacation.

Further, while a majority (51%) of Canadians say that they 'always' (26%) or 'sometimes' (25%) bring technological devices with them while on vacation, such as PDAs, blackberries, pocket PCs or cell phones, they overwhelmingly disagree (95%) that they 'give their technological devices more attention than they give to their partner while on vacation'. Canadians are slightly less inclined to say that their partner behaves in the same manner while on vacation, with slightly less (92%) indicating that their partner's technological devices receive more attention than they receive while on vacation.

*These are the findings of an Ipsos Reid poll conducted on behalf of Expedia from Aug 14-16, 2007. For the survey, a representative randomly selected sample of 1584 Canadian adults who are currently in a committed relationship was interviewed online. With a sample of this size, the results are considered accurate to within  $\pm 2.5$  percentage points, 19 times out of 20, of what they would have been had the entire adult population of Canadians in a committed relationship 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 that the sample's regional and age/sex composition reflects that of the actual Canadian population according to Census data.*

## *Canadians Believe Relationship Benefits from Hitting the Road...*

Canadian love-birds are using vacations to rekindle the fire in their relationship with three quarters (73%) either 'strongly' (17%) or 'somewhat' agreeing (56%) that they 'use vacations as an opportunity to rekindle the fire in their relationship'.

- Quebecers (79%) are most likely to agree with this statement. However, residents of Saskatchewan/Manitoba (69%) and British Columbia (70%) are far less likely to agree.

Further, eight in ten (82%) Canadians who are currently in a committed relationship 'strongly' (29%) or 'somewhat agree' (53%) that 'vacations remind them of the qualities that they like best in their partner.'

- While those between 18 and 34 (84%) are equally likely to be reminded of their partners' best qualities, older Canadians (78%) are significantly less likely to agree.
- British Columbians (79%) are least likely to agree and most likely to disagree that vacations remind them of their partners' best attributes. Meanwhile, residents of Saskatchewan and Manitoba (85%) are most likely be reminded of their partners' best qualities by a vacation.

Just one third (31%) of Canadians indicate that vacations are the same old story for them, and that nothing changes while on vacation, while a majority (56%) believe that their relationship improves 'significantly' (23%) or 'somewhat' (33%) while on vacation.

- Women (34%) are more likely than men (29%) to feel that nothing changes while vacationing together. Perhaps demonstrating consistency, women (53%) are less likely

to say their relationship improves on vacation than men (60%) and more likely to say it stays the same (46% to 40%, respectively).

- Perhaps speaking from experience, four in ten (42%) older Canadians agree that ‘nothing changes’ when on a couples vacation, while only a quarter (24%) of younger Canadians feel the same. While six in ten (58%) older Canadians believe that nothing changes while on vacation, 69% of younger Canadians believe their relationship will improve on a couples’ vacation.

### ***Despite Acknowledging benefits of Vacationing, Majority (54%) of Couples have not been on Vacation with Just Each Other in Past Year...***

While one third (32%) of Canadian couples have taken a vacation in the past six months without any kids or family, and another 14% have done so in the six months prior to that, a majority (54%) of couples indicate that it has been at least a year since the last time that they have gone on vacation without kids or family. In fact, 7% say the last time they did this was between 5 and 10 years ago, 8% say it was over 10 years ago, and 16% indicate that they have never taken a vacation with each other but without family or kids.

- Younger Canadians are more likely (27%) than middle-aged (18%) or older Canadians (4%) to indicate that they have never been on a vacation together but without kids or family.
- Atlantic Canadians are the most likely of all regions (22%) to say that they have never been on vacation with their partner but without kids or family. British Columbians (13%) are least likely to say this.

- Not surprisingly, couples with children are more likely to indicate that they have never been on vacation without their children or family (24%) compared to just 13% of those couples who have no kids who mention the same.

### ***Many Canadians Are Looking For Time Together...***

As many Canadians are becoming increasingly busier trying to balance their work and social lives, vacations appear to be a time when couples are able to take some time to enjoy each others company a little more. In fact, most (84%) Canadians either 'strongly' (41%) or 'somewhat agree' (43%) that 'vacations are a chance to spend more time together' with their partner than they are usually able to do.

- Nine in ten (90%) young Canadians are looking for time together on their vacations, possibly pointing to hectic day-to-day lives. On the other hand, only three quarters (74%) of older Canadians are looking for that same opportunity to spend more time together.

### ***While some (38%) Couples Have Taken Separate Vacations, One Half (50%) Would Never Consider It...***

While some Canadians have taken separate vacations from each other (38%), of whom 6% do so regularly, fully one half (50%) of Canadian couples have never done so, nor would they consider it. One in ten (11%), however, say that they have not done so, but that the thought of it is something that they would consider.

- Atlantic Canadians are most likely to indicate that they take separate vacations from each other regularly (12%), while Albertans (4%) and Quebecers (4%) are the least likely to claim this

- However, British Columbians are the most likely to claim that they have taken separate vacations from their partner at least once (54%), while Albertans are the least likely to say the same (33%).
- Interestingly, men (54%) are more likely than women (47%) to say that they would never consider taking a vacation separately from their partner.
- Older Canadians are more likely (59%) than middle-aged (49%) or younger Canadians (43%) to say that they would never consider taking separate vacations.
- Younger Canadians are more likely (15%) than middle-aged (10%) or older Canadians (7%) to say that taking separate vacations is something that they would consider.

### *In the Theme of Romance...*

Continuing in the theme of romance, some (9%) Canadian couples are even going on 'creation vacations', whereby they use their holiday as an opportunity to conceive a child. On the other hand, some (12%) Canadians are using their holidays as a 'baby moon', seizing the chance to get away one last time before a new baby arrives.

- Quebecers (12%) are most likely to opt for 'creation vacations' while residents of Saskatchewan and Manitoba (19%) are most likely to take a 'baby moon'.

In fact, a majority (55%) of Canadians 'strongly' (15%) or 'somewhat' (41%) agree that they and their partner 'have more sex while on vacation'.

- There is a surprising disparity between the percentage of men (58%) compared to women (53%) who agree that they have 'more sex' with their partner while on vacation.



- The majority of (53%) Atlantic Canadians disagree that they have more sex when on vacation, while residents of Quebec and Saskatchewan/Manitoba (58%) are most likely to agree.

### ***Majority of Couples Plan their Vacations Together...***

It is not just the actual vacation which couples are enjoying together, but the act of planning the vacation as well. Two thirds (63%) of couples indicate that planning their vacation is 'a collaborative effort', and that they research and book their vacations together.

- Men (66%) are more likely than women (60%) to say planning a vacation is a 'collaborative effort'.
- Among those who indicate that it isn't a collaborative effort, women (34%) are more likely than men (19%) to say that they themselves is most likely to plan the vacation.

From among those who research and book together, the most common method is by planning and booking on the internet (39%), followed by using brochures and booking through a travel agent (21%), planning the trip online but booking through an agent (18%), using brochures and then booking online (15%), and, finally, using a travel agent to do both the planning and the booking (7%).

- Six in ten (59%) younger Canadians use only the internet to plan and book their trip making it their most popular option. It is also the most popular option among Canadians aged 35-54, with over one third (35%) turning to the web. While using a combination of brochures and a travel agent (32%) is most popular among older Canadians, the internet is used by over a quarter (27%) of older Canadians for their travel needs.

- Almost half (49%) of Albertans turn to the internet for their travelling needs, while only a third (33%) of Quebecers do the same. Across all regions, the internet has become the most popular way to plan and book a vacation.

### ***Canadians Prefer All-Inclusive sun Destinations to others...***

And when planning their vacations, more Canadians would choose to go to an all-inclusive vacation to a sunny destination (40%) to rekindle their love, while others would plan to go on a romantic getaway to a bed and breakfast or inn (20%), a trip to another country to visit several cities (14%), a sightseeing visit to a major city (9%) or on an 'extreme' outdoor vacation.

- Interestingly, women (7%) are more likely to seek an 'extreme' vacation than men (3%). Conversely, men (23%) are more likely than women (17%) to want a romantic getaway to an inn or bed and breakfast.
- Perhaps as a testament to Canadians' appreciation of sunny weather, a vacation to a sunny destination ranked as the first choice across all regions. However, it ranked unusually low in Saskatchewan/Manitoba (28%) and Quebec (34%). In these regions, a romantic getaway to an inn or bed and breakfast garnered the next best showing (for Saskatchewan/Manitoba 25%, for Quebec 28%).

### ***Most (97%) Canadians Say They Are Focused on Their Partner During Vacation...***

While past studies have shown that many Canadians take their work with them on vacation, almost all (97%) Canadians say that they are 'very' (66%) or 'somewhat' (30%) focused on spending time with their partner while on vacation, and a similar proportion (94%) say that

their partners are either 'very' (68%) or 'somewhat focused' (26%) on spending time with them while on vacation.

- Almost all (99%) Albertans say they are 'very' (75%) or 'somewhat focused' (24%) on their partner while on vacation together.
- Quebecers (96%) are most likely to feel their partner focuses on them during their vacation. British Columbians (91%) are least likely to feel their partner is focused on them during their vacation which may reflect the fact they are most likely to say they do not focus on their partner (5%).

### ***95% 'Disagree' That Their Partner Puts Their Wireless Devices Before Them...***

While a majority (51%) of Canadians say that they 'always' (26%) or 'sometimes' (25%) bring technological devices with them while on vacation, such as PDAs, blackberries, pocket PCs or cell phones, they overwhelmingly disagree (95%) that they 'give their technological devices more attention than they give to their partner while on vacation'. Canadians are slightly less inclined to say that their partner behaves in the same manner while on vacation, with slightly less (92%) indicating that their partner's technological devices receive more attention than they receive while on vacation.

- Men (53%) are more likely to bring their technological devices on vacation than women (49%).
- Women (82%) are more likely than men (74%) to 'strongly disagree' that their own technological devices receive more attention than they give their partner while on vacation.



Ipsos Reid

- Women (75%) are more likely than men (69%) to 'strongly disagree' that their partners' technological devices receive more attention than they receive from their partner during vacations.

*For more information on this news release, please contact:*

*John Wright  
Senior Vice President  
Ipsos Reid  
Public Affairs  
(416) 324-2002*

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