

**As May Two-Four Long Weekend Approaches,  
More Canadians Yearn for the Cottage,  
Fewer Plan to Attend Fireworks Display**  
*Over 3 Million Plan to Skip out of Work or School for an Extra  
Day*

Public Release Date: Friday, May 16, 2008, 6:00 AM EST



**Ipsos Reid**

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# **As May Two-Four Long Weekend Approaches, More Canadians Yearn for the Cottage, Fewer Plan to Attend Fireworks Display**

***Over 3 Million Plan to Skip out of Work or School for an Extra Day***

**Toronto, ON** – After a long winter, Canadians appear to be looking forward to a little rest and relaxation during the upcoming long weekend, with a new Ipsos Reid poll conducted exclusively for CanWest News Service revealing that nearly four in ten (36%) Canadians, up from 30% last year, say that spending time at the cottage or in the country is their ideal way to spend the Victoria Day long weekend.

One in ten (11%) Canadians say that they would most enjoy the long weekend by hanging out with friends at a restaurant, bar, or on a patio.

But for four in ten (43%), a quiet and relaxing weekend at home is just what the doctor ordered.

The data also reveal that fewer Canadians this year than last year plan on celebrating the official birthday of the Queen by attending a fireworks display, with 13% of Canadians (down 3 points from last year) saying that they will attend a show. Five percent (down 2 points) say they'll light their own fireworks, while just one percent will attend an official display *and* light their own fireworks (down 4 points). This leaves eight in ten (81%) Canadians without any fireworks for the weekend, up from 73% last year.

- Women (40%) are more likely than men (32%) to say their ideal way to spend the weekend is at a cottage or in the country, while men (45%) are more likely than women (40%) to say their ideal plan would be to kick back and relax.
- Canadians living in Ontario (16%), Atlantic Canada (16%) and Saskatchewan and Manitoba (16%) are most likely to say they'll attend an official fireworks display, compared to residents of British Columbia (14%), Quebec (9%), and Alberta (7%).

Despite the apparent disinterest of most in attending a fireworks display, many Canadians seem to want to make the most of their days off. In fact, 14% of Canadians—over 3 million people strong—plan to take a little extra time off work or school to enjoy an extra-long weekend. Seven percent (7%) say they'll take the Friday before off, while 3% say they'll stay away from the office or school on the Tuesday afterwards. Four percent (4%) of Canadians are being particularly celebratory and are taking both the Friday before and Tuesday after off from school or work.

- Canadians living in British Columbia (20%) are most likely to be planning to take an extra day off, followed by residents of Alberta (17%), Atlantic Canada (16%), Ontario (15%), Quebec (10%), and Saskatchewan and Manitoba (8%).

*These are the findings of an Ipsos Reid poll conducted exclusively on behalf of CanWest News Service from May 13 to May 15 2008. This online survey of 744 Canadians was conducted via the Ipsos I-Say Online Panel, Ipsos Reid's national online panel. The results are based on a sample where quota sampling and weighting are employed to balance demographics and ensure that the sample's composition reflects that of the actual Canadian population according to Census data. Quota samples with weighting from the Ipsos online panel provide results that are intended to approximate a*

*probability sample. An unweighted probability sample of this size, with a 100% response rate, would have an estimated margin of error of +/- 3.6 percentage points, 19 times out of 20.*

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