

Get Ready Grandma, School's Out for Summer

Canadian Parents Say Most Popular Summer Activity for the Kids is Sending them Away to Stay with Relatives (34%)

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Ipsos Reid

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Toronto, ON – Summer has officially arrived and school-kids across the country are eager to flee the confines of the classroom. A new Ipsos Reid poll conducted on behalf of Canada.com has discovered what kids will be up to over the next two months as their parents try to keep their child engaged in activities that are safe and fun.

Grandma and grandpa, aunts and uncles beware: topping the list of summer activities across the country is sending the kids away to stay with relatives for a few days or weeks as one in three (34%) parents say they've got this in store for their children -- maybe accompanied by some rest and relaxation for themselves.

Perhaps in an effort to keep their kids fit and healthy during the lazy days of summer, three in ten (27%) will enrol their kids in an organized sports league.

Parents also appear to favour activities that not only keep their children engaged but also that give themselves a break from looking after their children. Summer camps appear to be a popular activity for Canadian children: two in ten (20%) parents say their children will participate in a day-camp program, while a similar proportion (16%) will send the kids away to an overnight-camp program. Two in ten (16%) will also register their kids with daycare for the summer months.

One in three (31%) say their children won't participate in any of these activities and perhaps have something else in mind.



These are some of the findings of an Ipsos Reid poll conducted between June 10 and 14, 2010, on behalf of Canada.com. For this survey, a sample of 1,017 adults from Ipsos' Canadian online panel was interviewed online. Weighting was then employed to balance demographics and ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/-3.1 percentage points, 19 times out of 20, of what the results would have been had the entire population of adults in Canada been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

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