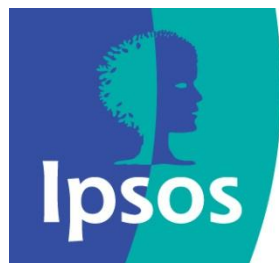


Most Parents of Elementary (80%) and High School (70%) Students Would Take Their Kids Out of School for a Week+ Vacation

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Ipsos Reid

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Most Parents of Elementary (80%) and High School (70%) Students Would Take Their Kids Out of School for a Week+ Vacation

Toronto, ON – On the verge of March Break, a new survey of parents with kids in the household who have traveled by air to a sun destination within the last three years or plan on doing so within the next year reveals that most parents are willing to pull their kids out of the classroom for a week or longer when it comes time to take a family vacation.

Eight in ten (80%) parents would take their kids out of elementary school for a 5-day school week or more for a vacation, while seven in ten (70%) would take their teenagers out of high school for a similar school week for the purposes of vacationing, according to the Ipsos Reid poll conducted on behalf of Tripcentral.ca. This compares to the one in ten parents who would explicitly not take their children out of elementary (7%) or high school (11%).

The following table outlines in the full the extent to how long parents would pull out their children from either elementary or high school:

<u>Number of Days Out of School</u>	<u>Elementary</u>	<u>High School</u>
0 Days	7%	11%
1-4 Days	11%	18%
5-10 Days	69%	60%
11 Days or More	13%	11%



The results of the family vacation survey reveal that families with teenagers have overwhelmingly positive travel experiences with each other when it comes to their vacations as 95% of parents and 98% of teens either love or like being away on vacation with their family.

These are some of the findings of an Ipsos Reid poll conducted between February 19th to 24th, 2014 on behalf of tripcentral.ca. For this survey, a sample of 1,000 Canadian parents (n=500 moms and n=500 dads) who had traveled to a sun destination within the last three years or plan on doing so within the next year from Ipsos' Canadian online panel was interviewed online. The survey also included n=295 teenaged respondents who were willing to answer a few questions on their family's vacation habits. Weighting was then employed to balance demographics to 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. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within +/- 3.5 percentage points had all Canadians parents been polled and within +/- 6.5 percentage points had all teenaged Canadians been surveyed. 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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For more information on this news release, please contact:

**Sean Simpson
Vice President
Ipsos Reid
Public Affairs
(416) 572-4474**

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