



A Way To Get Away

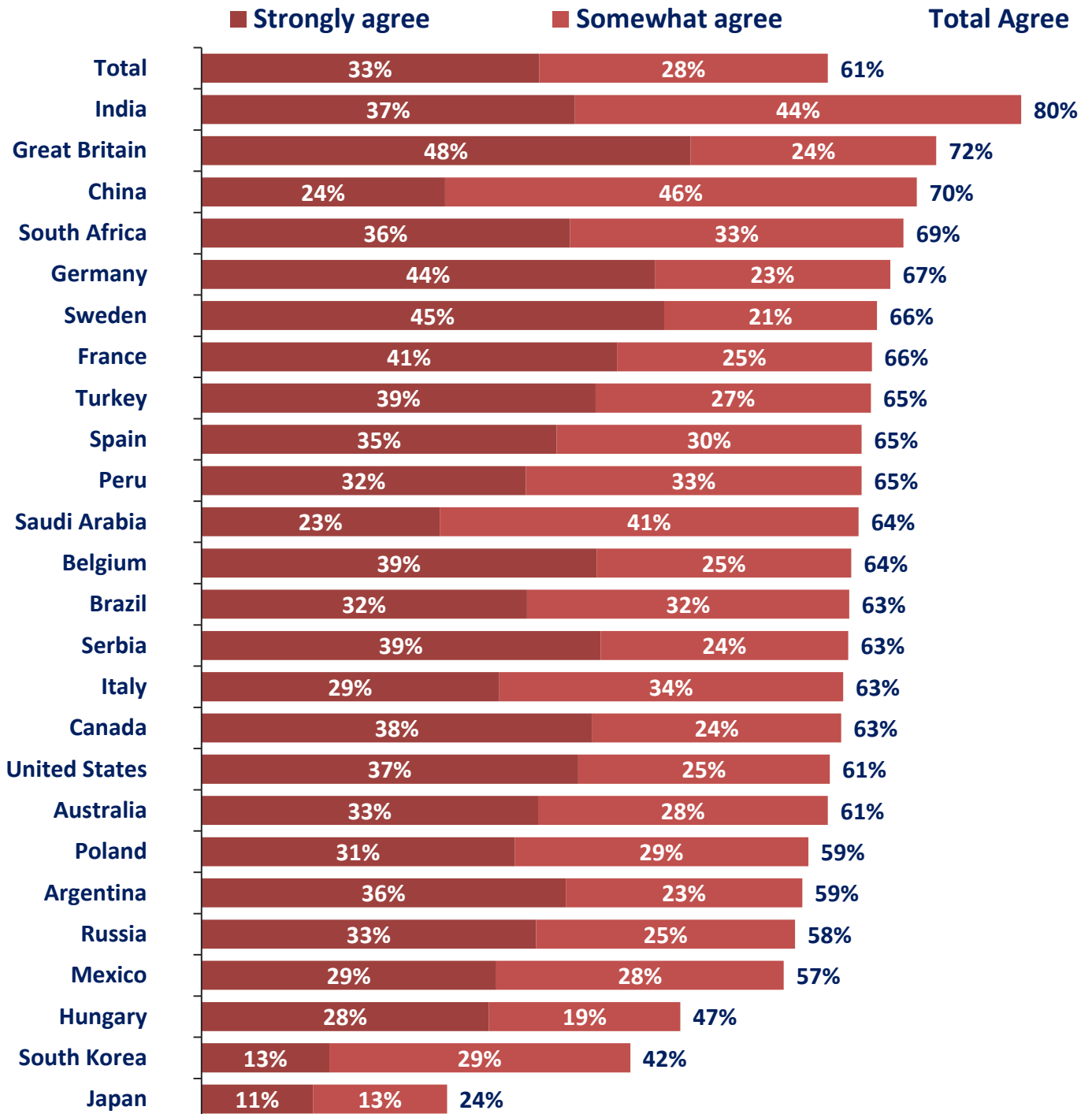
Taking vacation is a way to get away for a few days from the fast-paced modern world. But do we take all vacation days available to us? Do we fully disconnect when we are away? A new Ipsos Global @dvisor poll reveals opinions of citizens in 25 countries around the world about taking time off.



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Time Away From Home

Six in ten (61%) respondents in 25 countries around the world agree that this year they have spent or will spend at least one full week away from their home on vacation. The three countries where the most people take vacation away from home are India (80%), Great Britain (72%) and China (70%). The only three countries where majority of respondents are not taking time of away from home are Hungary (47%), South Korea (42%) and Japan (24%).



NW1.6. [This year, I have spent or I will spend at least one full week away from my home on a vacation] Please indicate if you agree strongly, agree somewhat, disagree somewhat or disagree strongly with the following: (Base N=17,900)

Use Them Or Lose Them

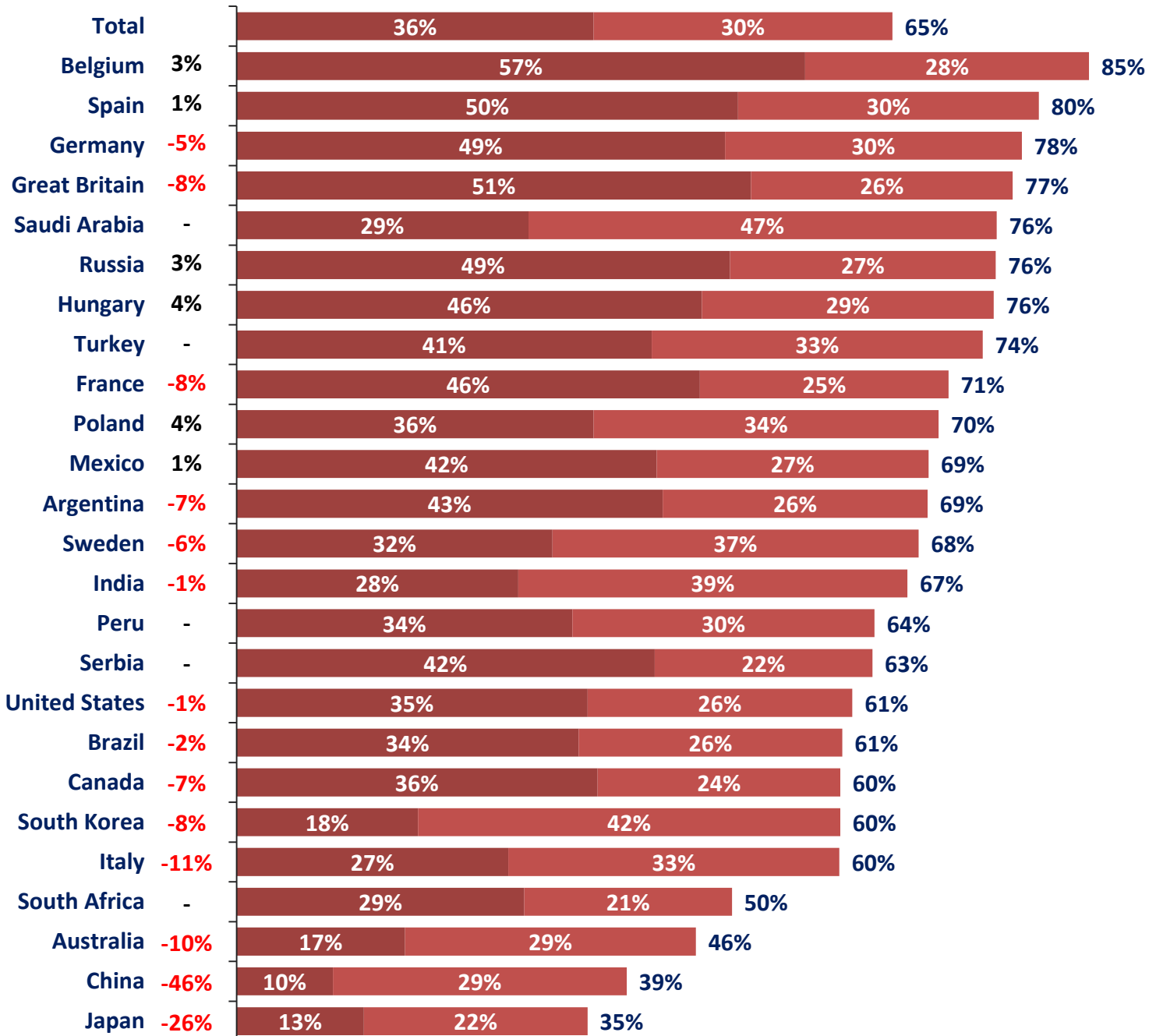
Majority (65%) of respondents around the world agree that they use up all vacation time they are given. This number has declined over the past decade, most notably in China (39%, -46 pts.), Japan (35%, -26 pts.), Italy (60%, -11 pts.) and Australia (46%, -10 pts.).

2009

Strongly agree

Somewhat agree

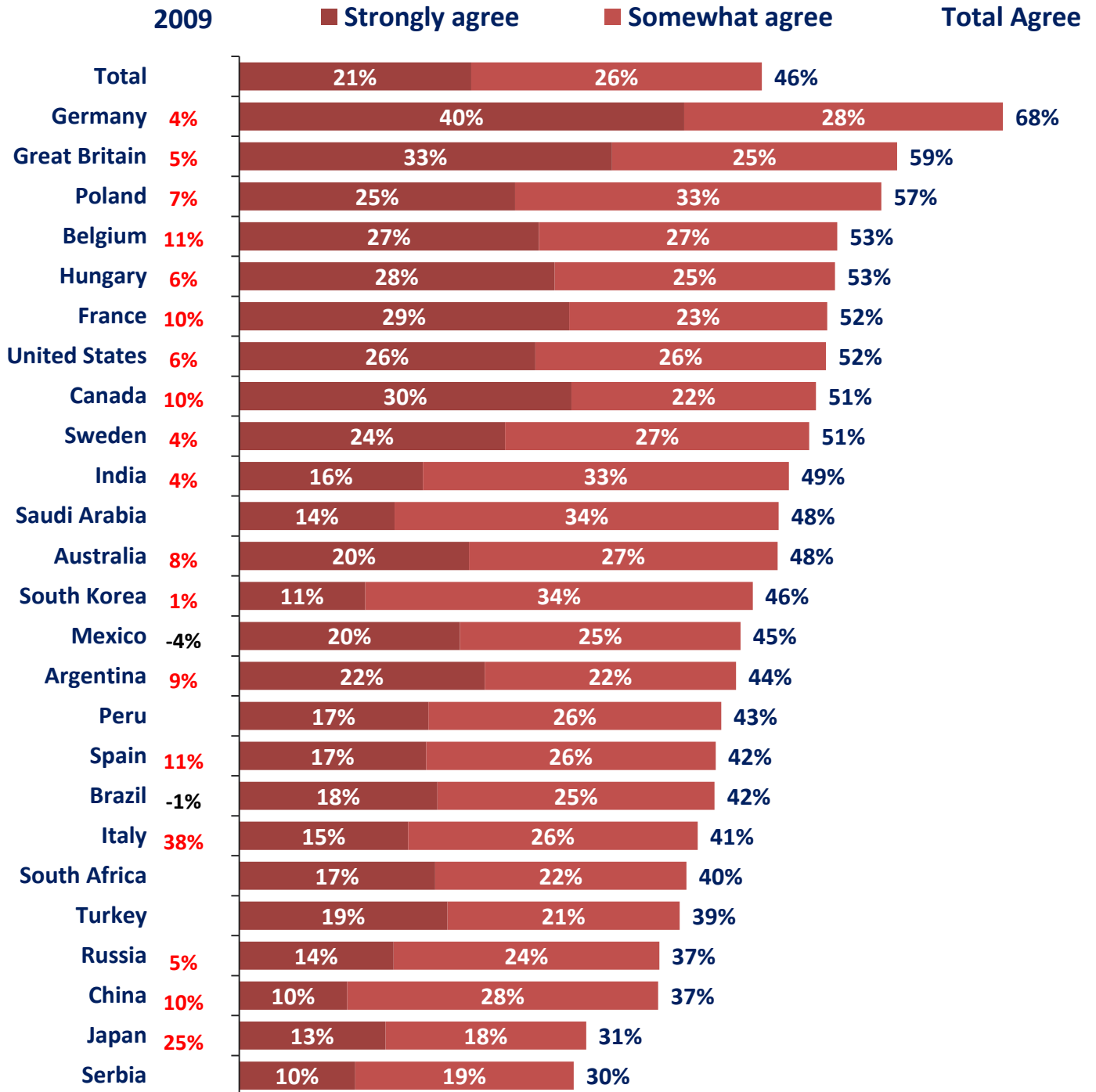
Total Agree



NW1.5 [I use up all of my vacation days that I am given] Please indicate if you agree strongly, agree somewhat, disagree somewhat or disagree strongly with the following: (Base N=17,900)

Put That Phone Away

Under half (46%) of respondents say they never check for work messages or emails when they go on vacation. Since 2009 the number of those who check work messages increased across almost all countries surveyed, especially in Italy (41%, +38 pts.), Japan (31%, +25 pts.), Spain (42%, +11 pts.) and Belgium (53%, +11 pts.). Only in Mexico (45%, -4 pts.) and Brazil (42%, -1 pt.) the number of those who check their work messages on vacation has decreased.



NW1.4 [I never check for messages/emails back at my work when I go on vacation] Please indicate if you agree strongly, agree somewhat, disagree somewhat or disagree strongly with the following: (Base N=17,900)

METHODOLOGY

- The survey instrument is conducted monthly in 25 countries around the world via the Ipsos Online Panel system. The countries reporting herein are Argentina, Australia, Belgium, Brazil, Canada, China, France, Great Britain, Germany, Hungary, India, Italy, Japan, Mexico, Peru, Poland, Russia, Saudi Arabia, Serbia, South Africa, South Korea, Spain, Sweden, Turkey and the United States of America.
- For the results of the survey presented herein, an international sample of 17,900 adults aged 18-64 in the US and Canada, and age 16-64 in all other countries, were interviewed between June 23rd and July 7th. Approximately 1000+ individuals participated on a country by country basis via the Ipsos Online Panel with the exception of Argentina, Belgium, Hungary, India, Mexico, Peru, Poland, Russia, Saudi Arabia, Serbia, South Africa, South Korea, Sweden and Turkey, where each have a sample approximately 500+. The precision of Ipsos online polls are calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.5 percentage points and of 500 accurate to +/- 5.0 percentage points. For more information on the Ipsos use of credibility intervals, please visit the Ipsos website.
- 16 of the 24 countries surveyed generate nationally representative samples in their countries (Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, Poland, South Korea, Spain, Sweden, and United States).
- Brazil, China, India, Mexico, Peru, Russia, Saudi Arabia, Serbia, South Africa and Turkey produce a national sample that is more urban & educated, and with higher incomes than their fellow citizens. We refer to these respondents as “Upper Deck Consumer Citizens”. They are not nationally representative of their country.

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