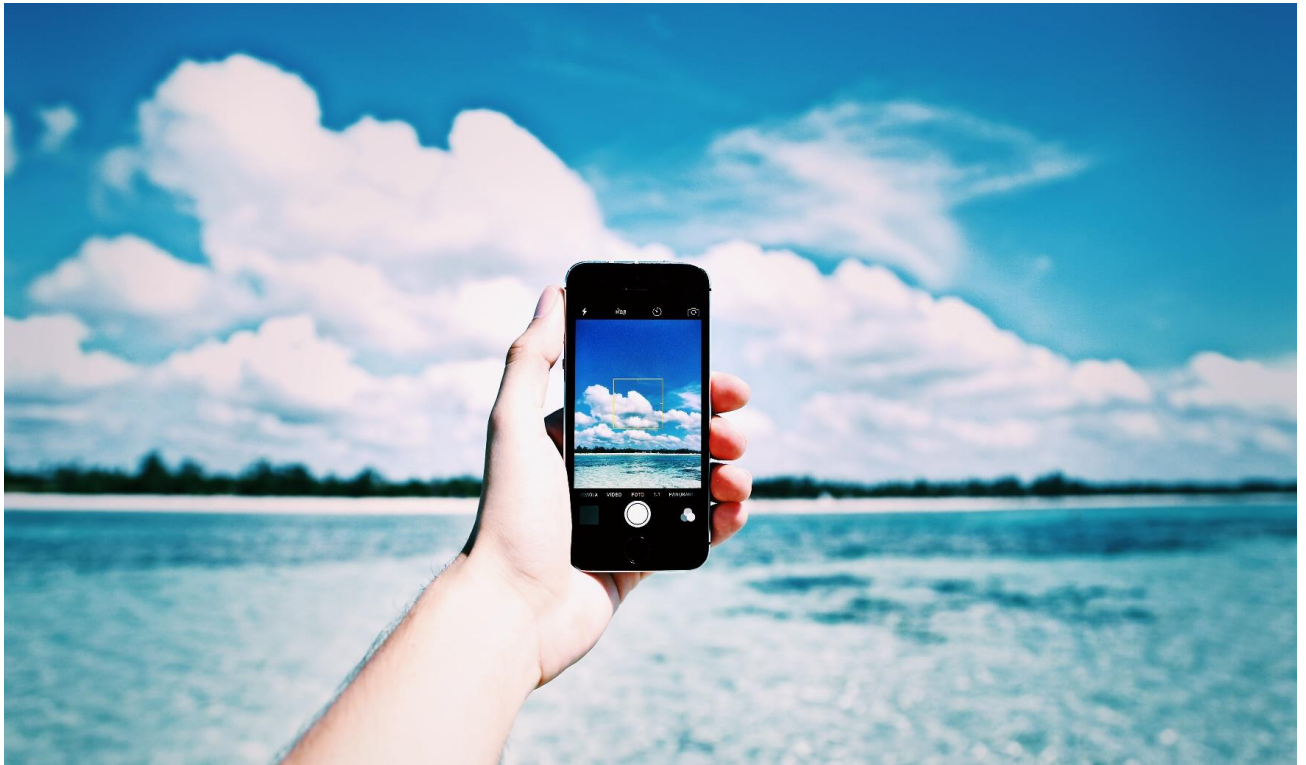




A Way to Get Away

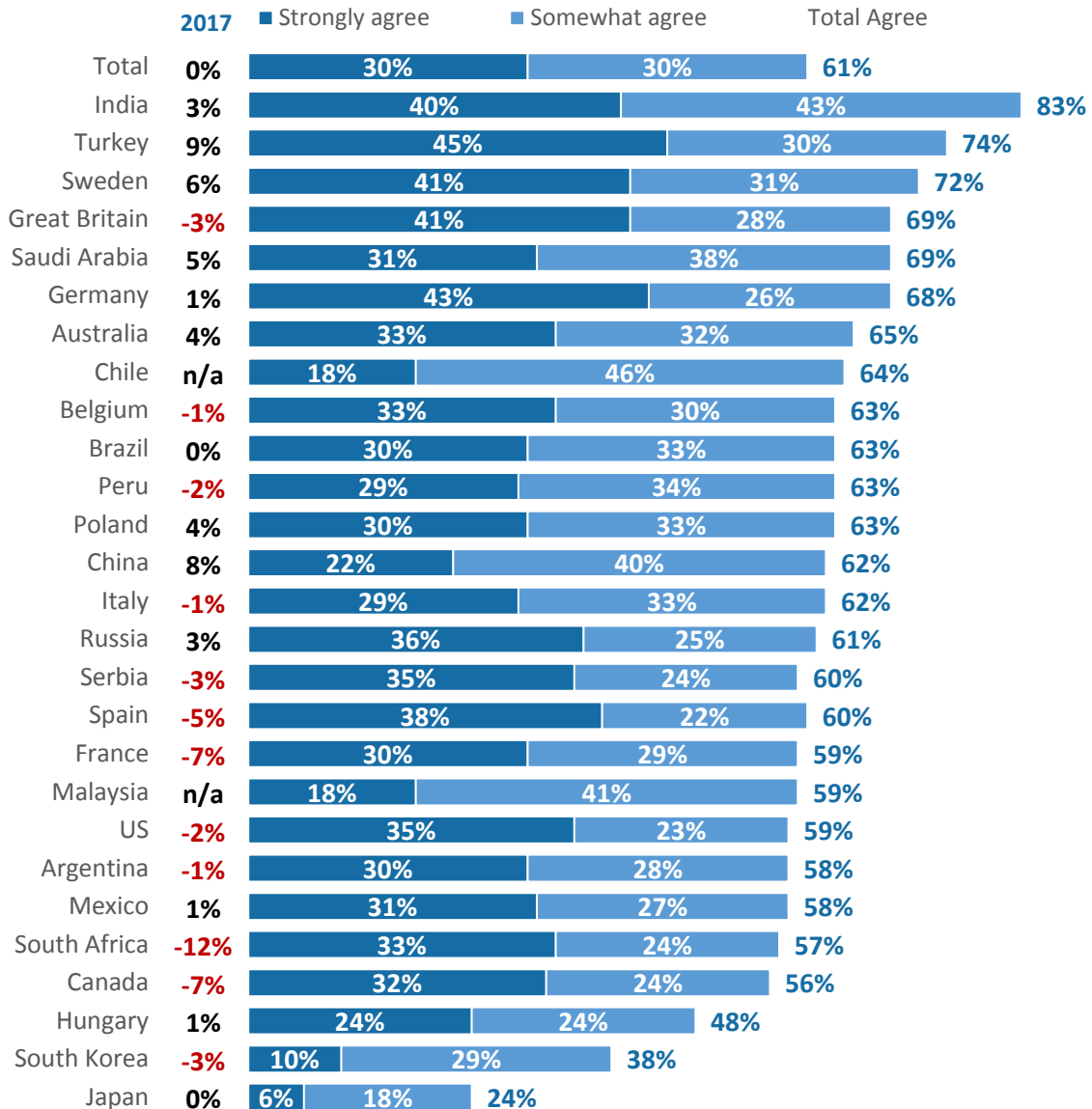
Taking vacation is a way to get away for a few days from the fast-paced modern world. But do we take all vacation days available to us? Do we fully disconnect when we are away? A new Ipsos Global @dvisor poll reveals opinions of citizens in 27 countries around the world about taking time off.



08/28/2018

TIME AWAY FROM HOME

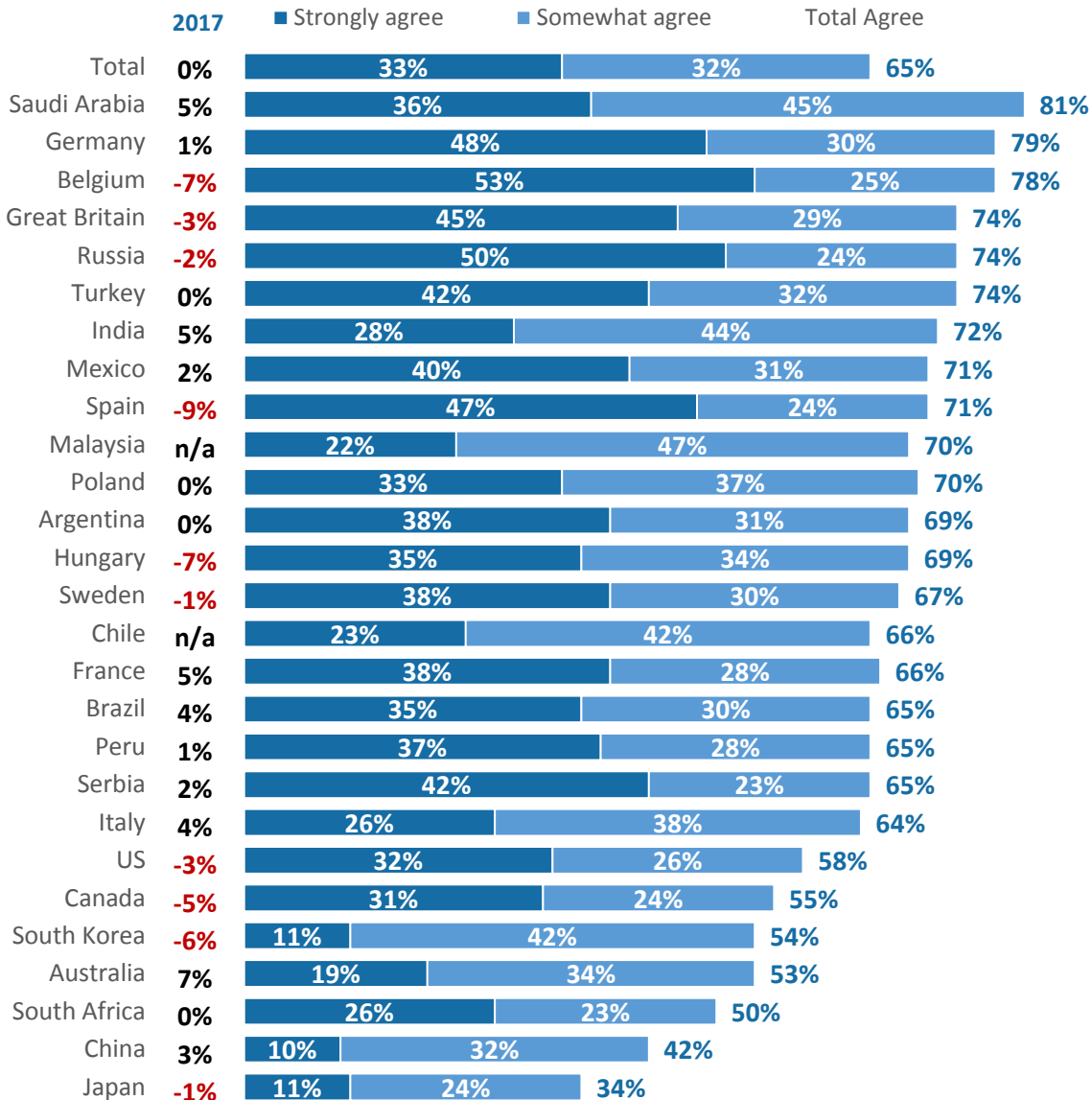
Just like last year, the majority (61%) of citizens across 27 countries agree that they have, or will spend at least one week away from home on vacation. However, there are some significant differences on a country by country level. Compared to last year, Turkey (74%, +9 pts.), China (62%, +8 pts.) and Sweden (72%, +6 pts.) have shown the largest increase among respondents who agree that they have, or will spend at least a week away from home. The number of respondents who agree with this statement has decreased most significantly in South Africa (57%, -12 pts.), Canada (56%, -7 pts.), France (59%, -7 pts.) and Spain (60%, -5 pts.).



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=19,243)

USE THEM OR LOSE THEM

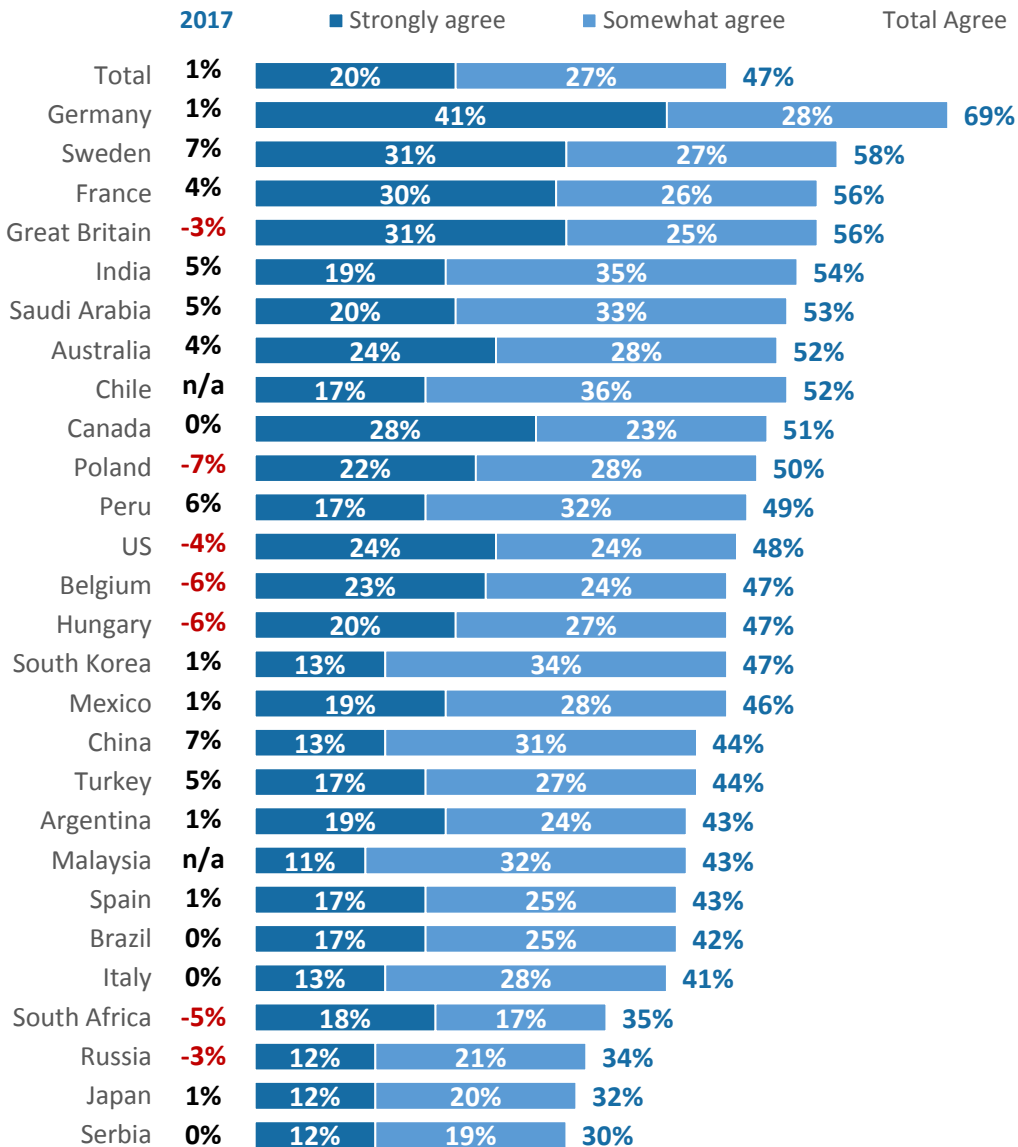
Nearly two thirds (65%) of respondents agree that they will use up all vacation days that they are given. While the global number holds steady compared to last year, the most significant increase in a number of respondents who agree with this statement is found in Australia (53%, + 7pts.), France (66%, + 5 pts.), India (72%, + 5 pts.) and Saudi Arabia (81%, + 5 pts.). Most notable declines compared to last year are in Spain (71%, - 9 pts.), Belgium (78%, - 7 pts.), Hungary (69%, - 7 pts.) and South Korea (54%, - 6 pt.).



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=19,243)

PUT THAT PHONE AWAY

Nearly half (47%) of respondents agree they never check work messages/emails while on vacation. The global average inched up one point since 2017. However, while the majority of countries see the number of people who chose to unplug on vacation increase compared to last year, most notably in China (44%, + 7 pts.), Sweden (58%, + 7 pts.), Peru (49%, + 6 pts.), India (54%, + 5 pts.), Saudi Arabia (53%, + 5 pts.) and Turkey (44%, + 5 pts.), the number of respondents who do not check their messages on vacation has declined in Poland (50%, - 7 pts.), Hungary (47%, - 6 pts.), Belgium (47%, - 7 pts.), South Africa (35%, - 5 pts.) and the United States (48%, - 4 pts.).



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=19,243)

METHODOLOGY

- The survey instrument is conducted monthly in 27 countries around the world via the Ipsos Online Panel system. The countries reporting herein are Argentina, Australia, Belgium, Brazil, Canada, Chile, China, France, Great Britain, Germany, Hungary, India, Italy, Japan, Malaysia, 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 19,243 adults aged 18-64 in the US and Canada, and age 16-64 in all other countries, were interviewed between June 22nd and July 6th. 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.
- 15 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, Chile, China, India, Malaysia, 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.

GAME CHANGERS

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