



Ipsos Public Affairs

Allianz 

Global Assistance

Allianz Summer Vacation

May, 2019

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GAME CHANGERS



Methodology

These are findings of an Ipsos poll conducted on behalf of Allianz Global Assistance.

For this survey, a sample of 1,005 Americans from the Ipsos I-Say panel was interviewed from May 1st to May 2nd, 2019.

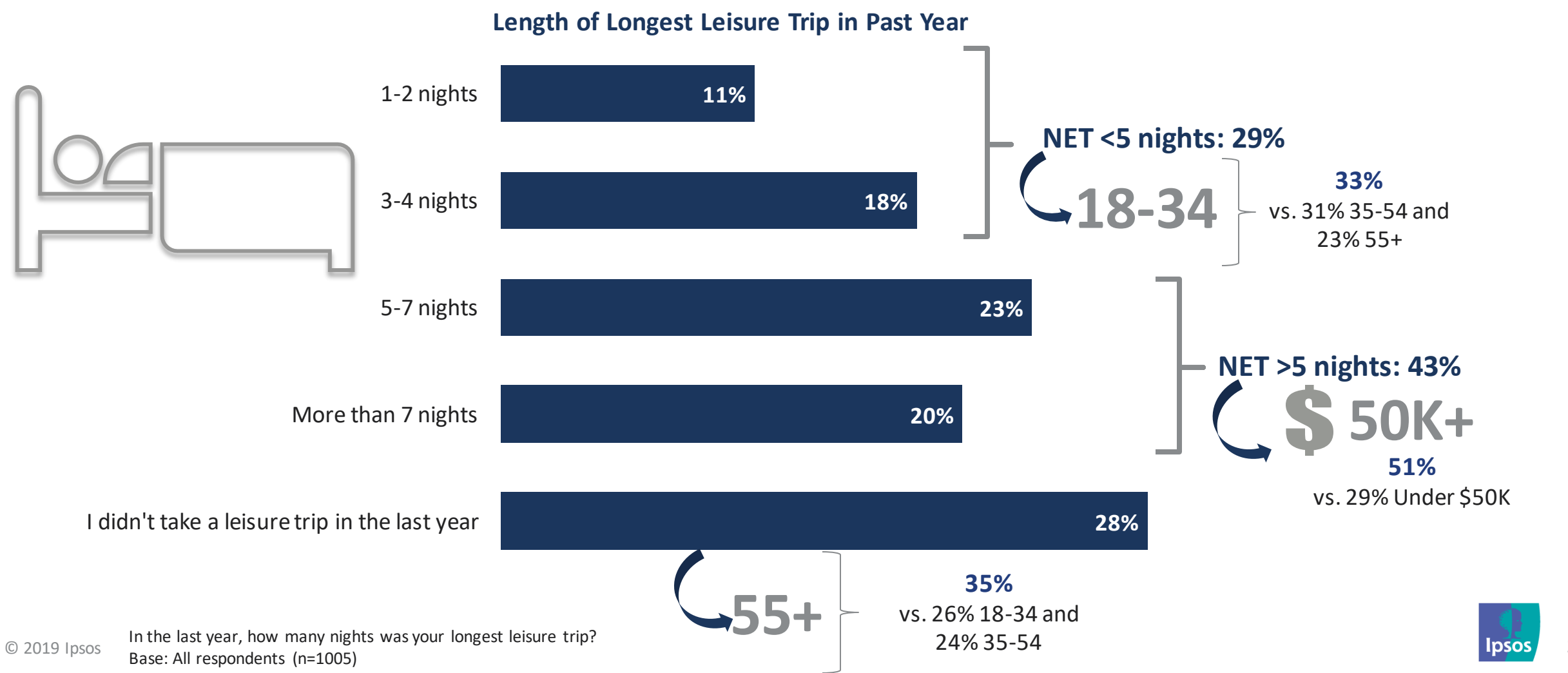
The precision of online polls is measured using a credibility interval. In this case, the results are accurate to within +/- 3.5 percentage points, 19 times out of 20, of what the results would have been had all American adults been polled.

Quota sampling and weighting were employed in order to balance demographics and ensure that the sample's composition reflects that of the actual U.S. population, according to data from the U.S. Census Bureau.

Credibility intervals are wider among subsets of the population.

For nearly 3 in 10 Americans, their longest trip last year was shorter than 5 nights.

For those aged 18-34, the longest trip last year more likely to have lasted less than 5 nights.



Among top reasons for shorter trips are ease of taking time off work and taking more frequent short trips.

Younger Americans aged 18-34 are more likely to have taken short trips last year.

Number of Leisure Trips Fewer Than 5 Nights

18-34
72%
vs. 69% 35-54 and
60% 55+

NET: 66%

1 trip 20%

2 trips 21%

3 or more trips 25%

I didn't take any trips fewer than 5 nights
in the last year 34%

18-34
29%
vs. 25% 35-54 and
20% 55+

Purpose of Leisure Trips Fewer Than 5 Nights

It's easier to take the time off work for shorter trips 32%

I spend these trips attending a special event (e.g. wedding) or visiting friends, so I don't need more than 5 nights 32%

I'd rather take more frequent shorter trips than fewer longer trips 26%

I don't want to spend the money on trips longer than 5 nights 19%

It's easier to find a travel companion for shorter trips 10%

Some other reason 16%

Contact



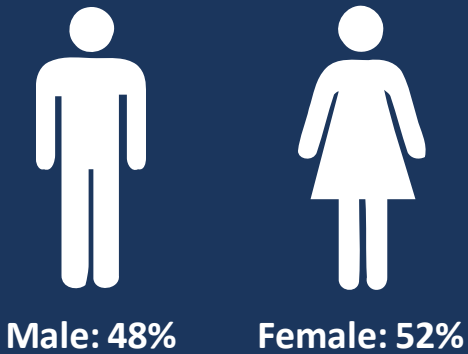
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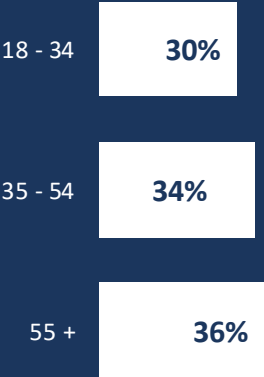
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Demographics

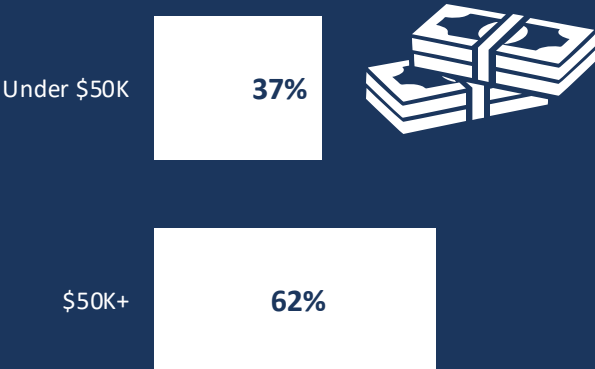
Gender



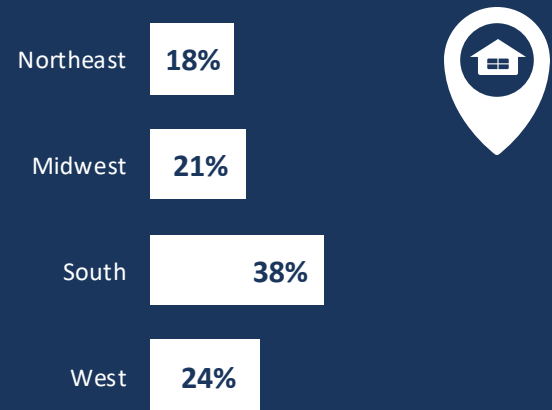
Age



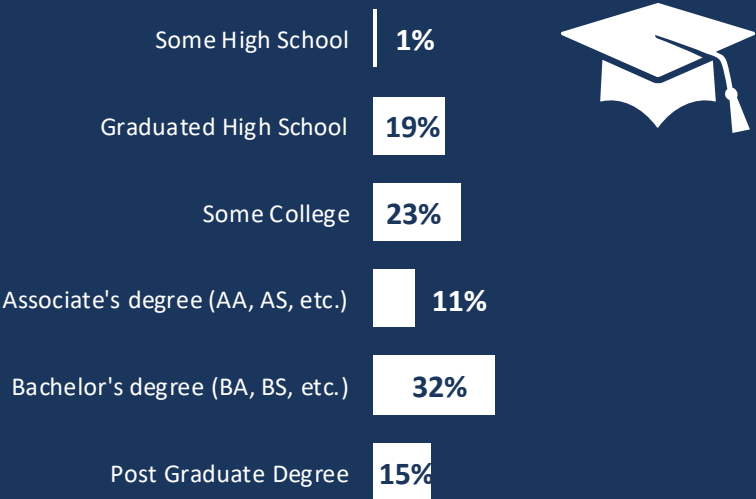
Income



Region



Education

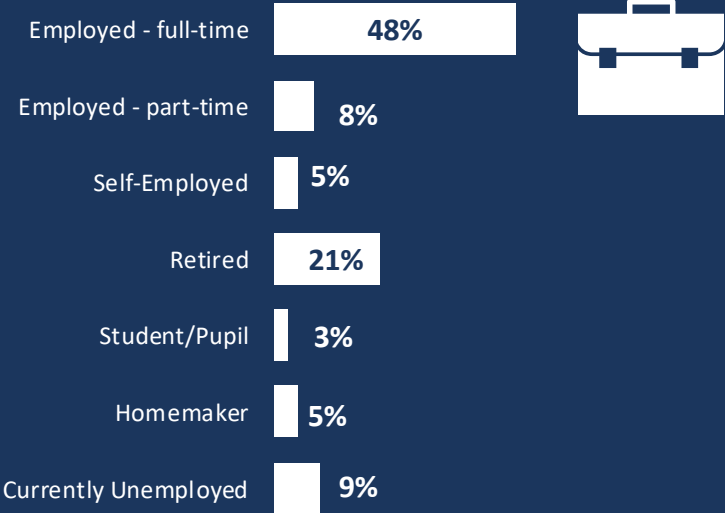


Kids

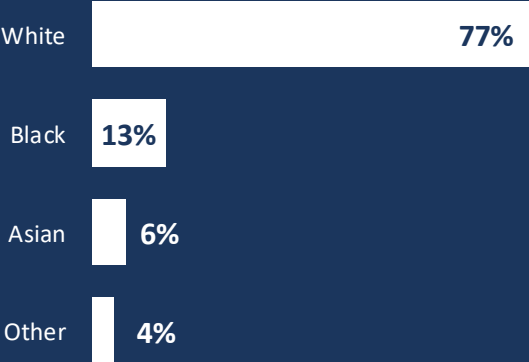


Demographics

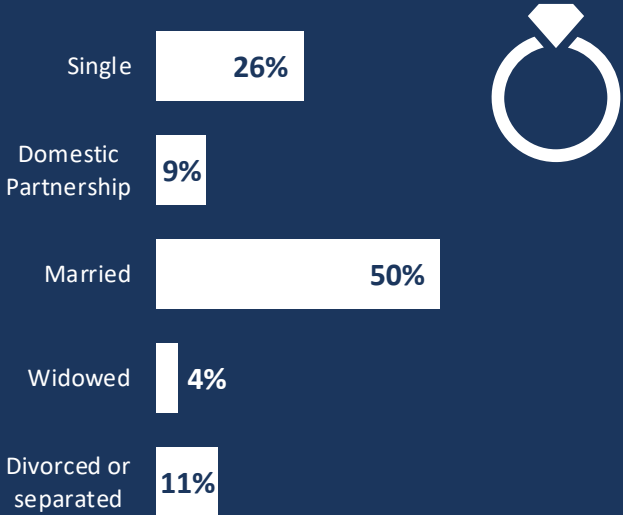
Employment



Race



Marital Status



Hispanic



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GAME CHANGERS

At Ipsos we are passionately curious about people, markets, brands and society. We deliver information and analysis that makes our complex world easier and faster to navigate and inspires our clients to make smarter decisions.

We believe that our work is important. Security, simplicity, speed and substance applies to everything we do.

Through specialisation, we offer our clients a unique depth of knowledge and expertise. Learning from different experiences gives us perspective and inspires us to boldly call things into question, to be creative.

By nurturing a culture of collaboration and curiosity, we attract the highest calibre of people who have the ability and desire to influence and shape the future.

“GAME CHANGERS” – our tagline – summarises our ambition.