



FACTUM

Post-Pandemic America Places Newfound Importance on Vacations

Three in five (61%) Americans are confident they will be taking a summer vacation, this year

Toronto, ON, June 14, 2023 – The COVID-19 pandemic was a seismic event that transformed America in many ways, including the importance that Americans are placing on vacations, according to the results of a new Ipsos poll conducted on behalf of Allianz Partners USA.

The survey supports the idea that a paradigm shift has occurred in the American consumer's mindset regarding the importance of vacations. Indeed, three-quarters (74%) of Americans now perceive annual vacations as being important, a figure which has held steady since 2021 and tracks well above what was observed in 2019 (+14 pts), and earlier, when the proportion typically hovered around three in five.

It follows, given this shift in thinking, that Americans are now much more confident that they will be taking summer vacations compared to the pre-pandemic years. The survey data spells this out, as three in five (61%) are confident they will be taking a summer vacation in 2023, a figure which exceeds what was observed in the pre-pandemic years by monumental proportions (+19 pts vs. 2019) but is in line with what was observed in the post-pandemic years of 2021 and 2022. Put another way, around two in five typically expressed confidence in taking summer vacations before the pandemic. Following the pandemic this figure has settled to about three in five.

Confidence in taking summer vacations is highest among men (65% vs. 57% of women) and young Americans under 35 (67% vs. 58% aged 35+). Higher income households (\$100k+) are also more likely to express confidence that they will be taking a summer vacation, this year (75% vs. 55% under \$100k).

A majority (57%) of Americans who are not confident they will be taking a summer vacation this year cite money as the reason why they won't be doing this, followed at quite a distance by barriers associated with taking time off work (13%), stressful planning or time constraints (7%), or not wanting to take time off due to other personal obligations (7%). Among those who are not confident they will be taking a summer vacation this year, middle-aged Americans (35-54-year olds) most commonly cite financial considerations as preventing them from doing this (67% vs. 52% of all others).





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About the Study

These are the findings of an Ipsos poll conducted on behalf of Allianz Partners USA. For this survey, a sample of 2,010 Americans aged 18+ was interviewed from May 2 to 4, 2023, via the Ipsos Online Omnibus. The precision of Ipsos online polls is measured using a credibility interval. In this case, the results are accurate to within +/- 2.5 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.





FACTUM

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