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## Summer vacations: a “drug” against crisis?

What will be the impact of the crisis on Europeans and Americans’ summer vacations?

A **Harris Interactive** exclusive poll, in partnership with France 24 and the International Herald Tribune

The latest **Harris Interactive / FRANCE 24 / International Herald Tribune** poll finds that even if the economic situation won’t strongly impact summer vacation plans, the crisis will affect people’s frame of mind.

Europeans and Americans don’t intend to give up their vacation plans even if some of them are thinking of reducing their budgets when compared to last year.

But, this year vacations will not take place in a totally serene climate, as the crisis and its economic consequences will stay in their minds.

Most of Europeans and Americans think that, because of the crisis, the leaders who govern us should go on vacation for fewer days, or even cancel their vacation plans!

Results to be released on June, 26<sup>th</sup> 2009 on FRANCE 24’s «Paris Live Business» and published in the *International Herald Tribune* on June, 26<sup>th</sup> 2009.

### **Methodology**

*The latest poll was conducted online by Harris Interactive, in partnership with FRANCE 24 and The International Herald Tribune, among a total of 6,304 adults (aged 16-64) within France, Germany, Great Britain, Spain and the United-States; and adults (aged 18-64) in Italy, from 27<sup>th</sup> may to 1<sup>st</sup> june 2009. The data were weighted, where necessary, by age, gender, education, region and Internet usage to make it representative of the general population profile for each country. Propensity score weighting was applied to adjust for respondents' propensity to be online.*

The poll explores a number of issues, including:

- *The impact of the economic crisis on this summer’s vacation*
- *The frame of mind in which these summer vacations will take place*
- *The number of vacation days planned for this summer*
- *The attitude that our leaders should adopt for their own summer vacation plans*

***Please note that any communication of these results has to be made with technical elements such as: survey methodology, fieldwork dates, name of the agency, sample size***

## THE IMPACT OF THE ECONOMIC CRISIS ON THIS SUMMER'S VACATION

In spite of the strong worries of the populations because of the economic crisis, few Europeans and Americans will give up their vacation this summer.

People are split into 3 main groups:

- Those who did not plan to go on vacation. This is highest in Spain (31%) and the U.S (30%).
- Those for who the crisis won't have any impact on their usual summer vacation. This is highest in Germany (45%), Great Britain (33%), France (31%) and Italy (25%)
- Those who will adjust their vacation plans to face the crisis
  - o 7% overall will cancel their summer vacation. The French are most likely to cancel (12%) while the Germans are least likely (1%).
  - o 15% overall will reduce their vacation budget, especially Spaniards (24%)
  - o 9% in the 6 countries will go away for a shorter period, with Italians (14%) and Americans (12%) most likely to say this.

Will the current economic crisis have an impact on your vacation plans for this summer?

Base : All respondents

	French	German	British	Italian	Spanish	American	Avg for 6 countries
<i>Unweighted Base</i>	1,058	1,037	1,125	1,011	1,013	1,060	6,304
The crisis won't have any impact on my vacation plans	31%	45%	33%	25%	23%	25%	30%
I did not plan to go on vacation this summer	22%	36%	30%	23%	31%	30%	29%
I will reduce my vacation budget	17%	6%	12%	17%	24%	17%	15%
I will go away a shorter period	9%	4%	8%	14%	9%	12%	9%
I will cancel my vacation	12%	1%	6%	8%	8%	8%	7%
I will increase my vacation budget	1%	1%	2%	1%	1%	2%	1%
I will go away a longer period	*	1%	2%	1%	2%	1%	1%
I don't know yet	12%	7%	13%	14%	8%	13%	11%

\* : less than 0,5%

## THE FRAME OF MIND IN WHICH THESE SUMMER VACATIONS WILL TAKE PLACE







Since so few people are cancelling their vacations, one reason may be that they are a necessary break and help people forget their daily worries.

Thus, half of British (55%), French (51%) and Spanish (51%) adults will be forgetting, while three in five Italians (62%) and Germans (58%) as well as over half of Americans (54%) will be bringing the troubles with them.

While between one-quarter and over one-third of Europeans and two in five Americans say the economic crisis will spoil their vacations, majorities in each of the countries say the crisis won't spoil their time away.







Do you agree or disagree with the following statements.

Base : All respondents

							Avg for 6 countries
<b>Going on vacation will allow me to forget problems related to the economic crisis</b>							
<i>Unweighted Base</i>	1,058	1,037	1,125	1,011	1,013	1,060	6,304
<b>Agree (totally agree + somewhat agree)</b>	51%	42%	55%	38%	51%	46%	47%
Totally agree (4)	13%	12%	15%	9%	15%	12%	13%
Somewhat agree (3)	38%	29%	40%	30%	36%	34%	35%
<b>Disagree (somewhat disagree + do not agree at all)</b>	49%	58%	45%	62%	49%	54%	53%
Somewhat disagree (2)	24%	32%	21%	31%	19%	23%	25%
Do not agree at all (1)	25%	26%	23%	31%	30%	31%	28%
<b>Mean</b>	2,4	2,3	2,5	2,2	2,4	2,3	2,3

Do you agree or disagree with the following statements.

Base : All respondents

							Avg for 6 countries
<b>The economic crisis will spoil my vacations</b>							
<i>Unweighted Base</i>	1,058	1,037	1,125	1,011	1,013	1,060	6,304
<b>Agree (totally agree + somewhat agree)</b>	31%	25%	37%	37%	38%	42%	35%
Totally agree (4)	12%	12%	11%	14%	14%	15%	13%
Somewhat agree (3)	19%	13%	26%	23%	24%	27%	22%
<b>Disagree (somewhat disagree + do not agree at all)</b>	69%	75%	63%	63%	62%	58%	65%
Somewhat disagree (2)	33%	34%	27%	27%	20%	24%	28%
Do not agree at all (1)	36%	41%	36%	36%	42%	35%	37%
<b>Mean</b>	2,1	2,0	2,1	2,2	2,1	2,2	2,1

## NUMBER OF VACATION DAYS PLANED THIS SUMMER







In average<sup>1</sup> Europeans and Americans will go away this summer for less than 10 days versus more than 11 days last summer. This decrease is obvious in each of the 6 surveyed countries, and large numbers of people are less likely to take vacations of more than 2 weeks (22% on average vs. 31% in 2008).

This summer as last summer, Americans are take the least number of days for vacations (on average 6 days this summer vs. 7 days last summer).

And the Spaniards are the ones who take the highest number of days for vacation (on average 14 days this summer vs. 17 last summer).







How long do you think you will go on vacation this summer?

Base : All respondents







							Avg for 6 countries
<i>Unweighted Base</i>	1,058	1,037	1,125	1,011	1,013	1,060	6,304
0 days	26%	26%	31%	19%	12%	30%	24%
1-3 days	4%	3%	5%	8%	6%	14%	7%
4-7 days	23%	15%	30%	27%	21%	33%	25%
8-14 days	21%	34%	24%	22%	17%	18%	23%
15-21 days	21%	15%	7%	16%	27%	4%	15%
22+ days	5%	8%	4%	7%	16%	2%	7%
<b>Mean</b>	<b>9,5</b>	<b>10,7</b>	<b>7,7</b>	<b>9,9</b>	<b>14,0</b>	<b>5,8</b>	<b>9,6</b>

How long did you go on vacation last summer?

Base : All respondents

							Avg for 6 countries
<i>Unweighted Base</i>	1,058	1,037	1,125	1,011	1,013	1,060	6,304
0 days	24%	27%	27%	16%	12%	27%	22%
1-3 days	3%	2%	3%	4%	3%	9%	4%
4-7 days	16%	15%	26%	20%	14%	30%	20%
8-14 days	18%	29%	30%	22%	14%	24%	23%
15-21 days	29%	18%	8%	26%	31%	7%	20%
22+ days	9%	10%	5%	11%	26%	3%	11%
<b>Mean</b>	<b>11,5</b>	<b>11,2</b>	<b>9,2</b>	<b>12,3</b>	<b>17,3</b>	<b>7,3</b>	<b>11,4</b>

Population rate going on vacation more than 2 weeks : 2009 vs. 2008







							Avg for 6 countries
<i>Unweighted Base</i>	1 058	1 037	1 125	1 011	1 013	1 060	6 304
2008	38%	28%	13%	37%	57%	10%	31%
2009	26%	23%	11%	23%	43%	6%	22%
<b>Difference</b>	<b>-12%</b>	<b>-5%</b>	<b>-2%</b>	<b>-14%</b>	<b>-14%</b>	<b>-4%</b>	<b>-9%</b>

<sup>1</sup> Including those who won't go on vacation and for whom the number of days is 0

**THE ATTITUDE THAT OUR LEADERS SHOULD ADOPT FOR THEIR OWN SUMMER VACATION PLANS**

Looking at this economic situation, Europeans and Americans express very strong feelings regarding their leaders' vacations: one third of adults in the six countries believe the leaders who govern them should go on vacation for fewer days than normal and almost one third think that they should cancel their plans to go on vacation!

Because of the current economic situation, do you think that the leaders who govern your country should:  
*Base : All respondents*

	 French	 German	 British	 Italian	 Spanish	 American	Avg for 6 countries
<i>Unweighted Base</i>	1,058	1,037	1,125	1,011	1,013	1,060	6,304
Go on vacation for fewer days than normal	37%	35%	36%	30%	40%	34%	35%
Go on vacation as they normally do	35%	47%	32%	30%	29%	30%	34%
Cancel their plans to go on vacation	28%	18%	32%	40%	31%	36%	31%

**About Harris Interactive**

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