
Adults in Five Largest European Countries and the U.S. Will Take Fewer Vacation Days This Summer But Won't Let Economic Crisis Spoil Their Vacations

ROCHESTER, N.Y. – June 26, 2009 – A new Harris Interactive/France 24/International Herald Tribune survey conducted online by Harris Interactive among a total of 6,284 adults (aged 16-64) within France, Germany, Great Britain, Spain, and the United States and adults (aged 18-64) in Italy between May 27 and June 1, 2009 finds that:

- The economic crisis has varying degrees of impact on people's summer vacations. More than two in five Germans (45%), one-third of Britons (33%), three in ten French adults (31%) and one-quarter of Italians (25%) and Americans (25%) all say that the crisis won't have any impact on their vacation plans, but one-quarter of Spaniards (24%) say they will reduce their vacation budget;
- When it comes to vacations allowing people to forget their economic problems, adults in these six countries are divided. Half of Britons (55%), French (51%) and Spanish adults (51%) say going on vacation will allow them to forget problems related to the economic crisis, while three in five Italians (62%) and Germans (58%) and over half of Americans (54%) say vacations will not let them forget economic problems; and,
- While they may not forget their problems, strong majorities of adults in these six countries (between 75% in Germany and 58% in the United States) say the economic crisis will not spoil their vacations.

While vacations may not be spoiled, they will be shorter this year than last summer:

- Looking at last summer, adults in these six countries spent various times on vacation. Spaniards had the most number of days with 17.3 on average, followed by Italians (12.3 days), French adults (11.5 days) and Germans (11.2 days). Britons and Americans had the fewest days with 9.2 and 7.3 on average; and
- This year, the number of vacation days people anticipate taking this summer is down in every country. Spaniards are still on top, but this summer they will only take 14 days on average. Germans will be taking 10.7 days, Italians 9.9 days, French adults 9.5 days and Britons 7.7 days. Americans will take less than a week of vacation this summer, only taking 5.8 days.

One area where people are divided is in what their nation's leaders should be doing regarding vacation in light of the current economic situation. Two in five Italians (40%) and over one-third of Americans (36%) believe leaders should cancel their plans to go on vacation. Almost half of Germans (47%) believe their leaders should go on vacation as they normally do. Two in five Spaniards (40%) and over one-third of French (37%) and British adults (36%) believe their leaders should go on vacation for fewer days than normal.

So What?

Summer vacations are what people all over the world look forward to each year. With the current economic climate, people may be spending a few less days on vacation to save costs, but they are still taking them. And, while they may not escape their problems completely, they won't let the current economic crisis spoil their vacations. In this vein, while majorities definitely do not want their leaders to cancel vacations altogether, politicians in these countries should make sure they do the appropriate thing by trimming some days off their plans to show they understand the pains the people they govern are going through.

**TABLE 1
ECONOMIC CRISIS IMPACTING VACATION PLANS**

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

Base: All EU adults in five countries and U.S. adults

	Great Britain	France	Italy	Spain	Germany	United States
	%	%	%	%	%	%
The crisis won't have any impact on my vacation plans	33	31	25	23	45	25
I did not plan to go on vacation this summer	30	22	23	31	36	30
I will reduce my vacation budget	12	17	17	24	6	17
I will go away for a shorter period	8	9	14	9	4	12
I will cancel my vacation	6	12	8	8	1	8
I will increase my vacation budget	2	1	1	1	1	2
I will go away for a longer period	2	-	1	2	1	1
I don't know yet	13	12	14	8	7	13

Note: Percentages may not add up to 100% due to rounding

* indicates less than 0.5%

**TABLE 2
VACATION WILL ALLOW PEOPLE TO FORGET PROBLEMS**

“Do you agree or disagree with the following statement? – Going on vacation will allow me to forget problems related to the economic crisis.”

Base: All EU adults in five countries and U.S. adults

	Great Britain	France	Italy	Spain	Germany	United States
	%	%	%	%	%	%
AGREE (NET)	55	51	38	51	42	46
Totally agree	15	13	9	15	12	12
Somewhat agree	40	38	30	36	29	34
DISAGREE (NET)	45	49	62	49	58	54
Somewhat disagree	21	24	31	19	32	23
Do not agree at all	23	25	31	30	26	31

Note: Percentages may not add up to 100% due to rounding

**TABLE 3
ECONOMIC CRISIS WILL SPOIL VACATIONS**

“Do you agree or disagree with the following statement? – The economic crisis will spoil my vacations.”

Base: All EU adults in five countries and U.S. adults

	Great Britain	France	Italy	Spain	Germany	United States
	%	%	%	%	%	%
AGREE (NET)	37	31	37	38	25	42
Totally agree	11	12	14	14	12	15
Somewhat agree	26	19	23	24	13	27
DISAGREE (NET)	63	69	63	62	75	58
Somewhat disagree	27	33	27	20	34	24
Do not agree at all	36	36	36	42	41	35

Note: Percentages may not add up to 100% due to rounding

**TABLE 4
LENGTH OF VACATION LAST SUMMER**

“How long did you go on vacation last summer?”

Base: All EU adults in five countries and U.S. adults

	Great Britain	France	Italy	Spain	Germany	United States
	%	%	%	%	%	%
0 days	27	24	16	12	27	27
1-3 days	3	3	4	3	2	9
4-7 days	26	16	20	14	15	30
8-14 days	30	18	22	14	29	24
15-21 days	8	29	26	31	18	7
22+ days	5	9	11	26	10	3
Mean	9.2	11.5	12.3	17.3	11.2	7.3

Note: Percentages may not add up to 100% due to rounding

**TABLE 5
LENGTH OF VACATION THIS SUMMER**

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

Base: All EU adults in five countries and U.S. adults

	Great Britain	France	Italy	Spain	Germany	United States
	%	%	%	%	%	%
0 days	31	26	19	12	26	30
1-3 days	5	4	8	6	3	14
4-7 days	30	23	27	21	15	33
8-14 days	24	21	22	17	34	18
15-21 days	7	21	16	27	15	4
22+ days	4	5	7	16	8	2
Mean	7.7	9.5	9.9	14.0	10.7	5.8

Note: Percentages may not add up to 100% due to rounding

TABLE 6
ECONOMIC CRISIS IMPACTING LEADERS' VACATION PLANS

“Because of the current economic situation, do you think that the leaders who govern your country should...?”

Base: All EU adults in five countries and U.S. adults

	Great Britain	France	Italy	Spain	Germany	United States
	%	%	%	%	%	%
Go on vacation for fewer days than normal	36	37	30	40	35	34
Go on vacation as they normally do	32	35	30	29	47	30
Cancel their plans to go on vacation	32	28	40	31	18	36

Note: Percentages may not add up to 100% due to rounding

Methodology

This **Harris Interactive/France 24/International Herald Tribune** study was conducted online by Harris Interactive among a total of 6,284 adults aged 16-64 within France (1,058), Germany (1,037), Great Britain (1,125), Spain (1,013) and the United States (1,060), and adults aged 18-64 in Italy (1,011) between 27 May and 1 June 2009. Figures for age, sex, education, region and Internet usage were weighted where necessary to bring them into line with their actual proportions in the population. Propensity score weighting was used to adjust for respondents' propensity to be online.

All sample surveys and polls, whether or not they use probability sampling, are subject to multiple sources of error which are most often not possible to quantify or estimate, including sampling error, coverage error, error associated with nonresponse, error associated with question wording and response options, and post-survey weighting and adjustments. Therefore, Harris Interactive avoids the words “margin of error” as they are misleading. All that can be calculated are different possible sampling errors with different probabilities for pure, unweighted, random samples with 100% response rates. These are only theoretical because no published polls come close to this ideal.

Respondents for this survey were selected from among those who have agreed to participate in Harris Interactive surveys. The data have been weighted to reflect the composition of the adult populations of the respective countries. Because the sample is based on those who agreed to participate in the Harris Interactive panel, no estimates of theoretical sampling error can be calculated.

These statements conform to the principles of disclosure of the National Council on Public Polls and of the British Polling Council.

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