

EXPEDIA.COM

2011 VACATION DEPRIVATION STUDY

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Expedia's Vacation Deprivation study* is an annual analysis of vacation habits across multiple countries and continents. The 2011 study spans North America, Europe, Asia, South America and Australia. It reveals who gets – and takes – the most vacation time, as well as attitudes toward vacation. Common themes impacting how and where respondents vacation include money, romance and disapproving bosses.

*** Methodology**

Harris Interactive® fielded the online survey on behalf of Expedia.com from September 19 - October 9, 2011. The sample included a nationwide cross-section of the employed adult populations. 7,083 respondents were surveyed in total across 20 countries.

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Q. How many vacation days, if any, do you receive from your employer each year? And how many vacation days do you usually take every year?

	Days Given	Days Taken	Days Unused
TOTAL	24	20	4
United States	14	12	2
UK	25	25	0
Germany	30	28	2
France	30	30	0
Italy	28	21	7
Spain	30	30	0
Norway	25	21	4
Sweden	25	25	0
Denmark	30	30	0
Australia	20	15	5
Canada	16	15	1
Singapore	14	14	0
Japan	11	5	6
India	25	20	5
South Korea	10	7	3
Argentina	21	20	1
Brazil	30	30	0
Mexico	15	14	1
Ireland	21	20	1
Netherlands	25	23	2

Q. Which of the following best describes the way you typically use your vacation time?

	1-2 extended breaks per year	Multiple shorter holidays	Mix of one long, several shorter	Extend business trips into holidays	Other
TOTAL	24%	19%	38%	3%	15%
United States	17%	19%	32%	2%	29%
UK	14%	24%	40%	4%	18%
Germany	31%	12%	48%	1%	8%
France	23%	24%	45%	1%	8%
Italy	22%	15%	42%	4%	17%
Spain	35%	13%	37%	3%	11%
Norway	26%	9%	56%	1%	8%
Sweden	27%	14%	46%	3%	10%
Denmark	18%	11%	64%	2%	4%
Australia	18%	23%	37%	3%	19%
Canada	27%	18%	36%	5%	14%
Singapore	14%	34%	39%	3%	10%
Japan	9%	26%	17%	1%	48%
India	23%	23%	37%	9%	9%
South Korea	14%	25%	45%	3%	13%
Argentina	29%	23%	28%	3%	16%
Brazil	39%	21%	17%	4%	20%
Mexico	45%	15%	22%	3%	15%
Ireland	16%	27%	36%	3%	18%
Netherlands	23%	16%	49%	1%	11%

Q. If you could take only one vacation a year, what time of year would you prefer to take it?

	Summer	Fall	Winter	Spring
TOTAL	52%	17%	16%	14%
United States	35%	29%	18%	19%
UK	49%	23%	12%	15%
Germany	57%	21%	5%	16%
France	68%	8%	6%	17%
Italy	72%	6%	4%	18%
Spain	63%	18%	7%	13%
Norway	63%	17%	16%	5%
Sweden	73%	16%	7%	4%
Denmark	69%	10%	12%	9%
Australia	41%	13%	19%	27%
Canada	42%	16%	33%	9%
Singapore	17%	30%	26%	27%
Japan	40%	30%	17%	13%
India	41%	8%	34%	17%
South Korea	49%	34%	12%	5%
Argentina	75%	9%	4%	11%
Brazil	69%	6%	8%	18%
Mexico	45%	14%	26%	15%
Ireland	52%	28%	12%	8%
Netherlands	58%	12%	8%	21%

Q. If you could take only one holiday, what kind of holiday would you prefer?

	Beach	Romantic	City	Outdoor w/exercise	Theme park	Food/wine tour	Gambling	Other
TOTAL	38%	19%	13%	11%	5%	4%	2%	9%
US	32%	16%	13%	9%	5%	3%	7%	14%
UK	37%	20%	14%	11%	5%	3%	1%	9%
Germany	41%	17%	14%	14%	1%	3%	1%	9%
France	42%	19%	10%	10%	3%	5%	-	1%
Italy	42%	19%	15%	12%	1%	5%	1%	5%
Spain	41%	16%	20%	9%	4%	3%	2%	6%
Norway	37%	24%	13%	5%	5%	4%	1%	11%
Sweden	45%	17%	12%	9%	2%	5%	-	8%
Denmark	30%	18%	16%	13%	3%	3%	3%	13%
Australia	37%	14%	10%	12%	6%	7%	2%	13%
Canada	41%	15%	11%	11%	7%	3%	2%	9%
Singapore	25%	20%	28%	6%	9%	4%	-	9%
Japan	18%	22%	10%	11%	7%	11%	1%	20%
India	32%	30%	10%	10%	7%	4%	1%	6%
S. Korea	27%	45%	1%	7%	7%	8%	1%	3%
Argentina	51%	12%	11%	15%	3%	1%	2%	6%
Brazil	44%	19%	15%	11%	5%	2%	-	5%
Mexico	51%	13%	15%	8%	4%	4%	2%	3%
Ireland	32%	14%	21%	13%	6%	3%	3%	8%
Netherlands	37%	15%	7%	18%	5%	3%	1%	14%

Q. Which of the following are possible reasons that you personally would not use all of your vacation days?

	Can't afford	Don't schedule far enough in advance	Can get paid for unused days	Work is my life	May be perceived negatively at work	Important work decisions will be made without me	Vacation negatively affects spouse or family member's job	None apply
TOTAL	22%	20%	16%	10%	8%	8%	6%	36%
US	34%	15%	11%	15%	6%	3%	4%	38%
UK	19%	20%	8%	11%	6%	8%	3%	44%
Germany	16%	19%	13%	7%	7%	11%	6%	46%
France	20%	22%	15%	6%	8%	7%	4%	36%
Italy	27%	28%	15%	7%	12%	7%	6%	22%
Spain	16%	18%	24%	3%	9%	12%	19%	30%
Norway	28%	17%	20%	6%	4%	3%	3%	38%
Sweden	18%	17%	15%	11%	5%	5%	5%	47%
Denmark	16%	13%	26%	9%	3%	4%	4%	44%
Australia	31%	18%	9%	14%	13%	5%	5%	34%
Canada	26%	14%	13%	15%	6%	9%	6%	39%
Singapore	13%	32%	15%	10%	13%	9%	8%	33%
Japan	19%	19%	5%	7%	14%	11%	4%	39%
India	15%	29%	28%	26%	20%	19%	14%	13%
S. Korea	25%	29%	23%	15%	17%	7%	4%	16%
Argentina	14%	23%	17%	8%	3%	8%	8%	42%
Brazil	6%	27%	23%	8%	3%	9%	2%	40%
Mexico	25%	32%	18%	6%	7%	8%	6%	26%
Ireland	30%	14%	9%	14%	6%	4%	4%	33%
Netherlands	14%	17%	15%	6%	4%	5%	4%	50%

Q. How often do you check work email and/or voicemail while on vacation?

	Constantly	Regularly	Sometimes	Never
TOTAL	9%	25%	36%	30%
United States	4%	20%	34%	41%
UK	4%	15%	31%	50%
Germany	4%	17%	30%	50%
France	11%	45%	31%	13%
Italy	18%	33%	37%	12%
Spain	8%	31%	38%	23%
Norway	4%	21%	37%	39%
Sweden	4%	23%	39%	34%
Denmark	2%	13%	33%	53%
Australia	7%	22%	37%	34%
Canada	6%	20%	36%	38%
Singapore	8%	31%	42%	19%
Japan	20%	34%	33%	13%
India	8%	45%	36%	11%
South Korea	8%	24%	51%	16%
Argentina	19%	28%	36%	18%
Brazil	19%	30%	35%	16%
Mexico	19%	23%	42%	17%
Ireland	7%	23%	41%	29%
Netherlands	1%	17%	33%	49%

Q. Is your boss supportive of employees taking their vacation time?

	Yes	No	Not sure
TOTAL	69%	11%	21%
United States	73%	8%	19%
UK	75%	10%	15%
Germany	54%	20%	26%
France	60%	17%	23%
Italy	44%	32%	24%
Spain	77%	6%	17%
Norway	88%	1%	11%
Sweden	82%	5%	13%
Denmark	57%	23%	20%
Australia	74%	8%	17%
Canada	78%	5%	17%
Singapore	62%	9%	29%
Japan	56%	11%	33%
India	72%	12%	17%
South Korea	48%	25%	27%
Argentina	53%	13%	34%
Brazil	75%	3%	23%
Mexico	76%	8%	16%
Ireland	68%	5%	27%
Netherlands	79%	5%	16%

Q. Have you ever canceled or postponed vacation plans because of work?

	Yes	No	Not sure
TOTAL	43%	54%	4%
United States	37%	59%	4%
UK	30%	66%	4%
Germany	33%	65%	2%
France	44%	53%	3%
Italy	43%	54%	3%
Spain	54%	43%	3%
Norway	45%	51%	4%
Sweden	49%	45%	6%
Denmark	30%	67%	3%
Australia	33%	64%	3%
Canada	38%	60%	2%
Singapore	42%	53%	4%
Japan	50%	41%	9%
India	62%	34%	4%
South Korea	66%	29%	5%
Argentina	50%	47%	3%
Brazil	53%	43%	4%
Mexico	54%	44%	2%
Ireland	41%	53%	6%
Netherlands	22%	75%	3%

Q. Which of the following best describes when you are able to leave work behind and fully relax on vacation?

	As soon as I leave on vacation	The moment I reach my destination	After a day or two of vacation	When my vacation is more than half over	Never able to leave work behind
TOTAL	53%	17%	19%	4%	8%
United States	56%	17%	14%	2%	11%
UK	55%	14%	20%	2%	10%
Germany	43%	21%	27%	3%	6%
France	49%	18%	20%	9%	5%
Italy	54%	21%	17%	2%	5%
Spain	52%	15%	20%	6%	7%
Norway	59%	12%	20%	4%	6%
Sweden	41%	11%	32%	7%	9%
Denmark	62%	8%	22%	3%	4%
Australia	48%	16%	24%	4%	9%
Canada	55%	12%	20%	4%	9%
Singapore	61%	21%	8%	1%	9%
Japan	54%	14%	11%	2%	20%
India	45%	31%	10%	2%	13%
South Korea	38%	25%	16%	6%	14%
Argentina	59%	17%	14%	4%	6%
Brazil	54%	22%	13%	6%	5%
Mexico	51%	22%	21%	-	6%
Ireland	46%	16%	23%	3%	12%
Netherlands	71%	8%	17%	1%	3%

Q. How many vacation days will you take this year compared to last year?

	Fewer	About the same	More	Not sure
TOTAL	13%	64%	14%	9%
United States	14%	61%	11%	14%
UK	10%	70%	13%	7%
Germany	10%	77%	8%	4%
France	13%	76%	7%	4%
Italy	16%	61%	10%	12%
Spain	11%	75%	11%	3%
Norway	14%	63%	17%	5%
Sweden	10%	65%	19%	7%
Denmark	7%	77%	12%	4%
Australia	17%	55%	17%	11%
Canada	11%	61%	18%	9%
Singapore	10%	67%	11%	13%
Japan	14%	46%	9%	31%
India	27%	46%	19%	8%
South Korea	11%	61%	14%	15%
Argentina	5%	59%	26%	10%
Brazil	16%	58%	14%	12%
Mexico	12%	63%	21%	3%
Ireland	19%	64%	7%	10%
Netherlands	9%	75%	11%	5%

Q. Which of the following, if any, are applicable to you? I cannot plan my vacation in advance...

	Because it depends on my work schedule	Because it depends on the economy	For another reason	None of these affect planning my vacation
TOTAL	25%	22%	15%	48%
United States	20%	22%	14%	58%
UK	18%	18%	15%	55%
Germany	17%	10%	12%	64%
France	25%	19%	12%	48%
Italy	24%	41%	15%	32%
Spain	21%	31%	19%	38%
Norway	13%	26%	13%	60%
Sweden	27%	21%	13%	55%
Denmark	18%	19%	7%	60%
Australia	25%	16%	17%	53%
Canada	25%	15%	13%	55%
Singapore	38%	19%	19%	40%
Japan	40%	9%	14%	44%
India	58%	25%	16%	20%
South Korea	46%	35%	18%	17%
Argentina	22%	35%	20%	34%
Brazil	36%	25%	14%	37%
Mexico	17%	37%	13%	41%
Ireland	23%	23%	17%	43%
Netherlands	14%	8%	13%	69%

Q. Who have you traveled with on holiday in the past year?

	Immediate family (& children)	Spouse/partner only	Friends	Extended family	Someone else	Solo	Did not travel
TOTAL	48%	34%	26%	12%	3%	6%	10%
US	36%	37%	20%	16%	3%	8%	20%
UK	47%	39%	21%	16%	1%	5%	12%
Germany	40%	29%	20%	10%	2%	9%	13%
France	57%	30%	20%	10%	1%	4%	7%
Italy	38%	33%	24%	12%	3%	3%	9%
Spain	45%	37%	20%	2%	2%	-	9%
Norway	58%	30%	29%	14%	6%	7%	6%
Sweden	55%	35%	30%	9%	2%	3%	7%
Denmark	58%	34%	24%	11%	4%	3%	7%
Australia	41%	41%	27%	12%	3%	6%	13%
Canada	47%	42%	34%	18%	3%	6%	11%
Singapore	65%	40%	38%	17%	6%	2%	3%
Japan	32%	28%	20%	3%	1%	11%	25%
India	58%	32%	46%	18%	6%	2%	3%
S. Korea	43%	26%	18%	4%	4%	9%	9%
Argentina	45%	27%	18%	6%	4%	8%	12%
Brazil	42%	30%	19%	11%	3%	8%	13%
Mexico	65%	27%	27%	14%	5%	4%	7%
Ireland	44%	38%	25%	15%	3%	9%	7%
Netherlands	49%	31%	23%	4%	2%	6%	9%

Q. How many hours per week do you typically work?

TOTAL	40
United States	40
UK	37
Germany	39
France	37
Italy	36
Spain	40
Norway	38
Sweden	40
Denmark	37
Australia	40
Canada	40
Singapore	44
Japan	40
India	42
South Korea	40
Argentina	40
Brazil	40
Mexico	40
Ireland	39
Netherlands	36

Q. How would you describe your financial situation?

	Solid	Good	Fair	Poor
TOTAL	11%	35%	41%	14%
United States	13%	34%	38%	15%
UK	11%	31%	45%	13%
Germany	10%	36%	39%	15%
France	5%	31%	50%	13%
Italy	7%	21%	46%	26%
Spain	8%	34%	46%	12%
Norway	11%	36%	38%	15%
Sweden	10%	38%	40%	12%
Denmark	15%	42%	35%	7%
Australia	12%	36%	39%	14%
Canada	20%	42%	30%	9%
Singapore	4%	33%	57%	6%
Japan	2%	10%	43%	45%
India	6%	55%	35%	4%
South Korea	4%	16%	47%	33%
Argentina	12%	46%	39%	4%
Brazil	9%	41%	42%	7%
Mexico	15%	45%	36%	3%
Ireland	8%	23%	50%	19%
Netherlands	11%	41%	37%	12%

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