



## VACATION DEPRIVATION® – 2015 KEY SURVEY HIGHLIGHTS

- **Vacation is a simple solution to happiness.**
  - Seventy-two per cent of Canadians associate vacationing with their overall happiness. In fact, 78 per cent agree that they feel energized and excited before they leave for vacation.
  - Canadians believe vacationing provides health benefits. Forty per cent say feeling less stressed and relaxed is what they have experienced as a result of a vacation. Thirty-six per cent say they are simply happier after a vacation.
- **Canadians are feeling increasingly vacation deprived compared to last year.**
  - Over half (52 per cent) of Canadians say they are very or somewhat vacation deprived versus 48 per cent last year. Sixty-six per cent say it is because they did not get enough vacation days this year while a third (34 per cent) say it is because they do not take all their vacation days.
  - On average Canadians receive 17 days a year but only take 15.5 of them. A third (32 per cent) say they do not use all their vacation days because their work schedule makes it challenging to plan for vacation.
  - Even though Canadians are feeling vacation deprived, 16 per cent say they will take fewer days this year compared to last and 62 per cent will take about the same. Only 15 per cent said they will take more vacation days this year compared to last year.
- **Ninety-two per cent of Canadians are willing to make sacrifices for more vacation time.**
  - Fifty-five per cent of Canadians will give up social media sites for a week for an extra day of vacation.
  - Fifty-five per cent would give up video games for a week for an extra day of vacation.
  - Fifty per cent would give up chocolate for a week for an extra day of vacation.
  - Forty-three per cent would go without television for a week for an extra day of vacation.
  - Forty-two per cent would give up their tablet for a week for an extra vacation day.
  - Thirty-nine per cent would be willing to give up coffee for a week for an extra day of vacation.
  - Thirty-four per cent would be willing to give up their cell phone / smartphone for a week for an extra day of vacation.

- **Vacations are a necessity for overall well-being.**
  - The majority of Canadians agree that before a vacation they typically feel mentally tired (84 per cent), physically tired (82 per cent) and stressed (78 per cent).
  - In fact, the more vacation days an individual takes each year, the higher their satisfaction with their love life, and with their job satisfaction. Sixty per cent of Canadians who have taken more vacation days this year versus last year have a high satisfaction with their job.
  - Similarly, the less vacation deprived an individual feels, the lower their overall stress level and the higher their satisfaction with their love life and job.
- **Vacation for Canadians also means being able to stay connected to their world at home**
  - As expected, the top tech tool Canadians take on vacation is their smartphone (67 per cent), followed by a little over a third taking their laptops (38 per cent) and tablets (36 per cent) on vacation. The high percentage of smartphone usage on vacation is driven by 18-34 year olds (81 per cent) compared to 35-54 (65 per cent) and 55+ (46 per cent).
  - Six out of 10 Canadians stay connected by checking their personal emails while on vacation. Almost half stay connected through calling and texting their family and friends. Interestingly, women are more likely than men to stay connected while on vacation by calling/texting friends and family (52 per cent vs 44 per cent) and posting to social media (32 per cent vs 26 per cent).
  - Sixty-two per cent of Canadians say that staying connected allows them to enjoy their vacation more so they don't miss out on any important updates from their friends and families.
  - Almost half (42 per cent) of Canadians are either constantly or regularly connected to their work emails.
  - Overall, staying connected lets Canadians enjoy their vacation more (62 per cent).

#### **SURVEY METHODOLOGY**

This study was conducted on behalf of Expedia.ca by Northstar, a globally integrated strategic insights consulting firm, among 1,001 Canadian adults aged 18 and older who are employed or self-employed. Surveys were completed between September 11<sup>th</sup> and September 22<sup>nd</sup>, 2015. Sampling quotas and post-hoc data weighting were used to ensure the sample is representative of employed Canadians in terms of age, gender and region. Assuming a probability sample, the margin of error would be +/-3.1 percentage points, 19 times out of 20.