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NEWS RELEASE

The End of Summer Vacation As We Know It?

KRC's Pulse Poll discovers that few Americans are actually getting away from it all on vacation.

WASHINGTON, DC – August 24, 2015 – Americans' attachment to smartphones, tablets, and laptops is hindering their ability to disconnect even when away from work on vacation. KRC Research's Pulse Poll reveals just how badly work is cutting into Americans' vacation time.

If you are employed and took a vacation this summer, chances are you were working. Here's what employed Americans were doing instead of enjoying their time off:

- **53%** checked work email;
- **32%** sent a work email;
- **21%** made a work related phone call;
- **20%** checked work voicemail; and
- **18%** completed a task for work beyond calls or emails.

Furthermore, it seems like this new normal is here to stay, even if working Americans don't want it that way:

- **40%** agree that the summer as we know it has ended and work connectivity is here to stay;
- **40%** say they feel stressed about what they are coming back to if they do not check email during vacation;
- **34%** acknowledge there is an unwritten rule that employees check email on their smartphones even in their off hours; and
- **25%** even say they worry about getting in trouble if they do not check their email while on vacation.

A disabled device may be the solution to Americans' vacation woes. **78% of working Americans say they would be more relaxed (and nearly half say they would be a lot more relaxed) if their email was out of service, granting them the chance to truly be "on vacation."**

To learn more about the KRC Pulse Poll, visit: www.krcresearch.com.

Survey Methodology

The KRC Pulse Poll nationwide survey was conducted online by KRC Research in August 2015 among 526 American adults ages 18 and older.

About KRC Research

KRC Research is a Washington, DC-based full service market research firm and part of the Interpublic Group of Companies. We offer global quantitative and qualitative market research solutions that can help our clients make the best strategic decisions. We use proven methodologies, proper sampling techniques, and pull from over 30 years of experience interpreting consumer feedback.