

1. Thinking about the last 2 years, how many times have you travelled outside of your home province by air?

	Total	Gender		AGE			EDUCATION				Q1				Q5	
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	1	2	3	4+	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	1000	485	515	270	385	345	25	146	407	422	280	298	128	294	294	706
Base: All Respondents (wtd)	1000	489	511	281	346	373	146	276	335	243	288	312	119	281	260	740
1	288	142	146	85	86	117	31	96	111	51	288	-	-	-	40	248
	29%	29%	29%	30%	25%	31%	21%	35%	33%	21%	100%	-	-	-	15%	34%
							**	I	I		KLM		*			N
2	312	159	153	66	125	121	50	94	101	67	-	312	-	-	94	218
	31%	33%	30%	23%	36%	33%	35%	34%	30%	28%	-	100%	-	-	36%	29%
					C		**					JLM	*			
3	119	59	60	35	44	40	11	33	38	36	-	-	119	-	45	74
	12%	12%	12%	12%	13%	11%	8%	12%	11%	15%	-	-	100%	-	17%	10%
							**						JKM*		O	
4+	281	129	152	95	91	94	53	53	85	89	-	-	-	281	82	199
	28%	26%	30%	34%	26%	25%	37%	19%	25%	37%	-	-	-	100%	31%	27%
							**			GH			*	JKL		
Sigma	1000	489	511	281	346	373	146	276	335	243	288	312	119	281	260	740
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	3.6	3.8	3.4	4.4	3.5	3	4.1	3	3.4	4.1	1	2	3	8.2	4	3.4
				E			**						JK*	JKL		
Std. Dev.	6.22	6.38	6.05	7.88	5.58	5.22	6.09	5.03	6.64	6.84	-	-	*	10.35	5.76	6.37
Std. Err.	0.2	0.29	0.27	0.47	0.3	0.27	0.5	0.3	0.36	0.44	-	-	*	0.62	0.36	0.23

2_2. Thinking about the following items that you might insure while on vacation, please rank them from most important

	Total	Gender		AGE	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents (unwtd)	1000	485	515	270	385
Base: All Respondents (wtd)	1000	489	511	281	346
Top 2 Box (Net)	242	130	112	115	80
	24%	27%	22%	41%	23%
				DE	E
1 - MOST IMPORTANT	52	31	21	25	25
	5%	6%	4%	9%	7%
				E	E
2	190	99	91	89	55
	19%	20%	18%	32%	16%
				DE	
3	231	114	116	62	91
	23%	23%	23%	22%	26%
4	265	113	152	57	95
	27%	23%	30%	20%	27%
5	190	89	101	28	58
	19%	18%	20%	10%	17%
6 - LEAST IMPORTANT	72	42	30	19	22
	7%	9%	6%	7%	6%
Sigma	1000	489	511	281	346
	100%	100%	100%	100%	100%

Q5	
Yes	No
N	O
294	706
260	740
64	178
25%	24%
24	28
9%	4%
O	
39	151
15%	20%
59	172
23%	23%
58	207
22%	28%
54	137
21%	18%
26	46
10%	6%
260	740
100%	100%

2_3. Thinking about the following items that you might insure while on vacation, please rank them from most important

	Total	Gender		AGE	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents (unwtd)	1000	485	515	270	385
Base: All Respondents (wtd)	1000	489	511	281	346
Top 2 Box (Net)	782	353	429	203	258
	78%	72%	84%	72%	74%
			A		
1 - MOST IMPORTANT	719	324	395	179	236
	72%	66%	77%	64%	68%
			A		
2	63	29	34	23	21
	6%	6%	7%	8%	6%
3	56	27	28	21	19
	6%	6%	6%	7%	5%
4	52	30	23	17	20
	5%	6%	4%	6%	6%
5	63	41	22	23	32
	6%	8%	4%	8%	9%
		B		E	E
6 - LEAST IMPORTANT	47	38	9	18	18
	5%	8%	2%	7%	5%
		B			
Sigma	1000	489	511	281	346
	100%	100%	100%	100%	100%

Q5	
Yes	No
N	O
294	706
260	740
183	599
70%	81%
	N
161	558
62%	76%
	N
23	40
9%	5%
21	35
8%	5%
19	33
7%	5%
16	47
6%	6%
21	26
8%	4%
O	
260	740
100%	100%

2_4. Thinking about the following items that you might insure while on vacation, please rank them from most important

		Gender		AGE	
	Total	Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents (unwtd)	1000	485	515	270	385
Base: All Respondents (wtd)	1000	489	511	281	346
Top 2 Box (Net)	510	264	245	139	174
	51%	54%	48%	50%	50%
1 - MOST IMPORTANT	119	71	48	45	43
	12%	15%	9%	16%	12%
				E	
2	391	193	197	94	130
	39%	40%	39%	34%	38%
3	260	97	163	82	82
	26%	20%	32%	29%	24%
			A		
4	123	69	54	30	43
	12%	14%	10%	11%	13%
5	83	39	43	17	42
	8%	8%	9%	6%	12%
6 - LEAST IMPORTANT	24	19	6	13	6
	2%	4%	1%	5%	2%
		B			
Sigma	1000	489	511	281	346
	100%	100%	100%	100%	100%

Q5	
Yes	No
N	O
294	706
260	740
135	375
52%	51%
34	85
13%	12%
101	290
39%	39%
42	218
16%	30%
	N
31	92
12%	12%
38	44
15%	6%
O	
14	10
5%	1%
O	
260	740
100%	100%

2_5. Thinking about the following items that you might insure while on vacation, please rank them from most important

	Total	Gender		AGE	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents (unwtd)	1000	485	515	270	385
Base: All Respondents (wtd)	1000	489	511	281	346
Top 2 Box (Net)	43	30	12	13	19
	4%	6%	2%	4%	5%
		B			
1 - MOST IMPORTANT	13	13	-	4	7
	1%	3%	-	1%	2%
		B			
2	29	17	12	9	12
	3%	3%	2%	3%	4%
3	45	37	9	18	20
	5%	7%	2%	6%	6%
		B		E	E
4	77	58	18	33	23
	8%	12%	4%	12%	7%
		B		E	
5	205	111	93	62	61
	20%	23%	18%	22%	18%
6 - LEAST IMPORTANT	631	253	378	155	223
	63%	52%	74%	55%	64%
			A		
Sigma	1000	489	511	281	346
	100%	100%	100%	100%	100%

Q5	
Yes	No
N	O
294	706
260	740
22	21
8%	3%
0	
9	4
4%	1%
0	
12	17
5%	2%
20	25
8%	3%
0	
22	54
9%	7%
45	159
17%	22%
151	480
58%	65%
260	740
100%	100%

2_6. Thinking about the following items that you might insure while on vacation, please rank them from most important

	Total	Gender		AGE	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents (unwtd)	1000	485	515	270	385
Base: All Respondents (wtd)	1000	489	511	281	346
Top 2 Box (Net)	284	117	166	52	107
	28%	24%	33%	18%	31%
			A		C
1 - MOST IMPORTANT	69	30	39	13	25
	7%	6%	8%	5%	7%
2	214	87	127	39	82
	21%	18%	25%	14%	24%
			A		C
3	165	84	81	42	62
	17%	17%	16%	15%	18%
4	152	84	68	53	63
	15%	17%	13%	19%	18%
				E	E
5	239	102	136	83	63
	24%	21%	27%	30%	18%
				D	
6 - LEAST IMPORTANT	160	101	59	50	51
	16%	21%	12%	18%	15%
		B			
Sigma	1000	489	511	281	346
	100%	100%	100%	100%	100%

Q5	
Yes	No
N	O
294	706
260	740
77	207
29%	28%
20	49
8%	7%
57	158
22%	21%
51	114
19%	15%
44	108
17%	15%
58	181
22%	24%
31	130
12%	18%
260	740
100%	100%

2. Thinking about the following items that you might insure while on vacation, please rank them from most important t

	Total	Gender		AGE	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents (unwtd)	1000	485	515	270	385
Base: All Respondents (wtd)	1000	489	511	281	346
Laptop/tablet	140	83	56	41	55
	14%	17%	11%	15%	16%
		B			
Mobile phone	242	130	112	115	80
	24%	27%	22%	41%	23%
				DE	E
Myself	782	353	429	203	258
	78%	72%	84%	72%	74%
			A		
Baggage (including its contents)	510	264	245	139	174
	51%	54%	48%	50%	50%
Sports equipment	43	30	12	13	19
	4%	6%	2%	4%	5%
		B			
Rental car	284	117	166	52	107
	28%	24%	33%	18%	31%
			A		C

o least: - Top 2 Box Summary

	EDUCATION				Q1			
55+	<HS	HS	Post Sec	Univ Grad	1	2	3	4+
E	F	G	H	I	J	K	L	M
345	25	146	407	422	280	298	128	294
373	146	276	335	243	288	312	119	281
44	12	50	51	27	43	47	22	28
12%	8%	18%	15%	11%	15%	15%	18%	10%
	**	I					*	
48	51	65	77	49	77	65	34	66
13%	35%	24%	23%	20%	27%	21%	29%	23%
	**						*	
322	117	209	264	192	213	248	92	229
86%	80%	76%	79%	79%	74%	79%	78%	82%
CD	**						*	
197	78	139	171	121	145	159	53	151
53%	54%	50%	51%	50%	50%	51%	45%	54%
	**						*	
11	10	16	12	4	6	25	7	4
3%	7%	6%	4%	2%	2%	8%	6%	2%
	**	I				JM	*	
125	24	73	95	92	91	81	29	82
33%	16%	26%	28%	38%	32%	26%	25%	29%
C	**			GH			*	

Q5	
Yes	No
N	O
294	706
260	740
41	99
16%	13%
64	178
25%	24%
183	599
70%	81%
	N
135	375
52%	51%
22	21
8%	3%
O	
77	207
29%	28%

3. What is the worst thing you've lost while traveling?

	Total	Gender		AGE	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents (unwtd)	1000	485	515	270	385
Base: All Respondents (wtd)	1000	489	511	281	346
Passport	132	79	53	51	58
	13%	16%	10%	18%	17%
		B		E	E
Laptop/tablet	15	10	4	4	7
	1%	2%	1%	1%	2%
Mobile phone	56	39	17	30	23
	6%	8%	3%	11%	7%
		B		E	E
A traveling companion (friend or family member)	61	39	22	28	19
	6%	8%	4%	10%	6%
				E	
Baggage	200	86	114	38	76
	20%	17%	22%	14%	22%
					C
Tickets (i.e. transportation, entertainment, etc.)	33	21	12	14	15
	3%	4%	2%	5%	4%
				E	E
I've never lost anything while travelling	503	215	288	116	147
	50%	44%	56%	41%	42%
			A		
Sigma	1000	489	511	281	346
	100%	100%	100%	100%	100%

Q5	
Yes	No
N	O
294	706
260	740
48	84
19%	11%
O	
11	4
4%	1%
O	
25	31
10%	4%
O	
22	39
9%	5%
83	117
32%	16%
O	
17	16
7%	2%
O	
54	449
21%	61%
	N
260	740
100%	100%

4. Which of the following is your biggest pet peeve about traveling on an airplane?

		Gender		AGE	
	Total	Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents (unwtd)	1000	485	515	270	385
Base: All Respondents (wtd)	1000	489	511	281	346
Going through airport security	193 19%	111 23%	82 16%	48 17%	64 18%
Bad travel etiquette (i.e. feet on seats, chair kicking, loud passengers, etc.)	271 27%	119 24%	152 30%	61 22%	96 28%
Flight delays	228 23%	112 23%	116 23%	64 23%	74 21%
Lost or delayed baggage	152 15%	77 16%	75 15%	53 19%	64 18%
The mad dash to get off the plane	79 8%	28 6%	51 10%	18 6%	27 8%
Travelling to and from airports	78 8%	43 9%	35 7%	37 13%	21 6%
Sigma	1000 100%	489 100%	511 100%	281 100%	346 100%

Q5	
Yes	No
N	O
294	706
260	740
51	142
20%	19%
47	224
18%	30%
	N
62	166
24%	22%
47	105
18%	14%
29	50
11%	7%
24	53
9%	7%
260	740
100%	100%

5. Have you ever made an insurance claim as a result of something that happened to you while traveling?

	Total	Gender		AGE	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents (unwtd)	1000	485	515	270	385
Base: All Respondents (wtd)	1000	489	511	281	346
Yes	260	148	113	75	109
	26%	30%	22%	27%	31%
		B			E
No	740	341	398	206	237
	74%	70%	78%	73%	69%
			A		
Sigma	1000	489	511	281	346
	100%	100%	100%	100%	100%

Q5	
Yes	No
N	O
294	706
260	740
260	-
100%	-
O	
-	740
-	100%
	N
260	740
100%	100%

6. What did the insurance claim relate to?

	Total	Gender		AGE	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Answering (unwtd)	294	159	135	84	125
Base: All Answering (wtd)	260	148	113	75	109
Doctor, hospital or clinic visit	87 33%	51 34%	36 32%	18 25%	38 35%
			*	*	*
Prescription medication	39 15%	33 22%	6 5%	15 20%	22 21%
		B	*	E*	E*
Lost baggage	103 40%	60 41%	43 38%	23 30%	52 48%
			*	*	C*
Theft	40 15%	31 21%	9 8%	18 25%	15 14%
		B	*	E*	*
I had to cancel my trip	40 15%	28 19%	12 10%	12 16%	19 18%
			*	*	*
Flight delay	64 24%	34 23%	30 26%	26 34%	31 28%
			*	E*	E*
Some other claim	24 9%	15 10%	9 8%	5 6%	9 8%
			*	*	*
Sigma	397 152%	252 171%	145 128%	116 156%	187 172%

Q5	
Yes	No
N	O
294	-
260	-
87	-
33%	-
39	-
15%	-
103	-
40%	-
40	-
15%	-
40	-
15%	-
64	-
24%	-
24	-
9%	-
397	-
152%	-

7. Why have you never made an insurance claim?

	Total	Gender		AGE			EDUCATION				Q1				Q5	
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	1	2	3	4+	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Answering (unwtd)	706	326	380	186	260	260	21	108	299	278	236	204	77	189	-	706
Base: All Answering (wtd)	740	341	398	206	237	296	125	205	249	161	248	218	74	199	-	740
I've never been in a situation where I've needed to make a travel insurance claim	588	255	333	135	190	262	92	171	197	129	214	173	53	147	-	588
	79%	75%	84%	65%	80%	89%	74%	83%	79%	80%	86%	79%	72%	74%	-	79%
			A	*	C	CD	**				LM		*	*		
I thought I was covered by pre-existing insurance, but I was wrong	19	16	3	10	5	4	6	4	6	2	5	4	2	8	-	19
	3%	5%	1%	5%	2%	1%	5%	2%	2%	1%	2%	2%	3%	4%	-	3%
		B		*			**						*	*		
I thought I was covered by my credit card, but I was wrong	16	5	11	7	8	2	-	1	10	4	6	6	-	4	-	16
	2%	1%	3%	3%	3%	1%	-	1%	4%	3%	2%	3%	-	2%	-	2%
				*			**						*	*		
I didn't have travel insurance	33	24	8	8	14	10	12	11	5	4	7	12	6	7	-	33
	4%	7%	2%	4%	6%	3%	10%	5%	2%	2%	3%	5%	8%	4%	-	4%
		B		*			**						*	*		
Too much of a hassle to make the claim	41	19	22	16	14	11	3	5	17	16	9	15	5	12	-	41
	5%	6%	5%	8%	6%	4%	3%	2%	7%	10%	4%	7%	7%	6%	-	5%
				*			**			G			*	*		
I was too busy	8	5	3	6	2	1	-	2	3	3	1	4	2	2	-	8
	1%	2%	1%	3%	1%	*	-	1%	1%	2%	*	2%	3%	1%	-	1%
				*			**						*	*		
I didn't know where to go	14	9	5	3	9	2	-	6	5	2	4	6	1	3	-	14
	2%	3%	1%	2%	4%	1%	-	3%	2%	1%	1%	3%	1%	1%	-	2%
				*			**						*	*		
I had more important things to do	13	7	6	7	3	3	-	2	7	4	3	3	3	4	-	13
	2%	2%	2%	3%	1%	1%	-	1%	3%	3%	1%	2%	3%	2%	-	2%
				*			**						*	*		
I don't know	37	18	19	26	6	6	12	8	12	5	7	9	5	17	-	37
	5%	5%	5%	12%	2%	2%	9%	4%	5%	3%	3%	4%	6%	8%	-	5%
				DE*			**						*	*		
Sigma	768	358	410	218	251	300	125	211	263	169	255	232	77	204	-	768
	104%	105%	103%	105%	106%	101%	100%	103%	106%	105%	103%	106%	104%	102%	-	104%