

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

	Total	REGION			
		BC	AB	SK/MB	Ontario
		A	B	C	D
<b>Base: All Respondents (unwtd)</b>	<b>1000</b>	<b>120</b>	<b>100</b>	<b>100</b>	<b>350</b>
<b>Base: All Respondents (wtd)</b>	<b>1000</b>	<b>134</b>	<b>113</b>	<b>62</b>	<b>385</b>
1	288	40	32	18	101
	29%	30%	29%	29%	26%
		*	*	*	
2	312	38	25	16	131
	31%	28%	22%	26%	34%
		*	*	*	
3	119	12	19	12	45
	12%	9%	16%	19%	12%
		*	*	F*	
4+	281	44	37	16	108
	28%	33%	33%	26%	28%
		*	*	*	
Sigma	1000	134	113	62	385
	100%	100%	100%	100%	100%
Mean	3.6	4	3.2	4	4
		*	*	*	
Std. Dev.	6.22	6.92	2.83	9.76	7.63
Std. Err.	0.2	0.6	0.27	1.24	0.39



2\_1. Thinking about the following items that you might insure while on vacation, please rank them from most important

	Total	REGION			
		BC	AB	SK/MB	Ontario
		A	B	C	D
<b>Base: All Respondents (unwtd)</b>	<b>1000</b>	<b>120</b>	<b>100</b>	<b>100</b>	<b>350</b>
<b>Base: All Respondents (wtd)</b>	<b>1000</b>	<b>134</b>	<b>113</b>	<b>62</b>	<b>385</b>
Top 2 Box (Net)	140	8	16	5	41
	14%	6%	14%	8%	11%
		*	*	*	
1 - MOST IMPORTANT	27	1	7	-	6
	3%	1%	6%	-	1%
		*	*	*	
2	112	7	9	5	35
	11%	6%	8%	8%	9%
		*	*	*	
3	243	36	18	7	93
	24%	27%	16%	12%	24%
		C*	*	*	C
4	330	57	35	27	140
	33%	42%	31%	43%	36%
		E*	*	E*	E
5	221	30	34	20	88
	22%	23%	30%	32%	23%
		*	E*	E*	
6 - LEAST IMPORTANT	66	3	10	3	25
	7%	2%	9%	5%	6%
		*	*	*	
Sigma	1000	134	113	62	385
	100%	100%	100%	100%	100%



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

		REGION			
	Total	BC	AB	SK/MB	Ontario
		A	B	C	D
<b>Base: All Respondents (unwtd)</b>	<b>1000</b>	<b>120</b>	<b>100</b>	<b>100</b>	<b>350</b>
<b>Base: All Respondents (wtd)</b>	<b>1000</b>	<b>134</b>	<b>113</b>	<b>62</b>	<b>385</b>
Top 2 Box (Net)	242	23	22	8	91
	24%	17%	20%	13%	24%
		*	*	*	
1 - MOST IMPORTANT	52	1	2	-	17
	5%	*	2%	-	4%
		*	*	*	
2	190	22	20	8	74
	19%	17%	18%	13%	19%
		*	*	*	
3	231	41	33	21	82
	23%	30%	29%	34%	21%
		*	*	DEF*	
4	265	32	32	16	104
	27%	24%	29%	26%	27%
		*	*	*	
5	190	22	22	14	80
	19%	17%	19%	22%	21%
		*	*	*	
6 - LEAST IMPORTANT	72	16	4	3	29
	7%	12%	3%	5%	7%
		*	*	*	
Sigma	1000	134	113	62	385
	100%	100%	100%	100%	100%



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

	Total	REGION			
		BC	AB	SK/MB	Ontario
		A	B	C	D
<b>Base: All Respondents (unwtd)</b>	<b>1000</b>	<b>120</b>	<b>100</b>	<b>100</b>	<b>350</b>
<b>Base: All Respondents (wtd)</b>	<b>1000</b>	<b>134</b>	<b>113</b>	<b>62</b>	<b>385</b>
Top 2 Box (Net)	782	121	96	58	336
	78%	90%	85%	94%	87%
		E*	E*	E*	E
1 - MOST IMPORTANT	719	116	91	54	314
	72%	87%	81%	87%	81%
		E*	E*	E*	E
2	63	5	5	4	22
	6%	4%	4%	7%	6%
		*	*	*	
3	56	4	5	*	21
	6%	3%	4%	1%	6%
		*	*	*	
4	52	8	2	2	11
	5%	6%	1%	4%	3%
		*	*	*	
5	63	1	10	1	8
	6%	1%	9%	2%	2%
		*	D*	*	
6 - LEAST IMPORTANT	47	-	1	-	8
	5%	-	1%	-	2%
		*	*	*	
Sigma	1000	134	113	62	385
	100%	100%	100%	100%	100%



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

	Total	REGION			
		BC	AB	SK/MB	Ontario
		A	B	C	D
<b>Base: All Respondents (unwtd)</b>	<b>1000</b>	<b>120</b>	<b>100</b>	<b>100</b>	<b>350</b>
<b>Base: All Respondents (wtd)</b>	<b>1000</b>	<b>134</b>	<b>113</b>	<b>62</b>	<b>385</b>
Top 2 Box (Net)	510	66	61	30	171
	51%	49%	54%	49%	44%
		*	*	*	
1 - MOST IMPORTANT	119	5	5	2	20
	12%	3%	4%	3%	5%
		*	*	*	
2	391	61	56	28	150
	39%	46%	50%	45%	39%
		E*	E*	E*	
3	260	35	31	18	125
	26%	26%	27%	29%	33%
		E*	E*	E*	E
4	123	15	10	6	56
	12%	11%	8%	10%	15%
		*	*	*	
5	83	18	11	5	25
	8%	13%	9%	7%	6%
		*	*	*	
6 - LEAST IMPORTANT	24	-	1	3	8
	2%	-	1%	5%	2%
		*	*	A*	
Sigma	1000	134	113	62	385
	100%	100%	100%	100%	100%



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

		REGION			
	Total	BC	AB	SK/MB	Ontario
		A	B	C	D
<b>Base: All Respondents (unwtd)</b>	<b>1000</b>	<b>120</b>	<b>100</b>	<b>100</b>	<b>350</b>
<b>Base: All Respondents (wtd)</b>	<b>1000</b>	<b>134</b>	<b>113</b>	<b>62</b>	<b>385</b>
Top 2 Box (Net)	43	-	2	1	18
	4%	-	2%	1%	5%
		*	*	*	
1 - MOST IMPORTANT	13	-	-	-	4
	1%	-	-	-	1%
		*	*	*	
2	29	-	2	1	14
	3%	-	2%	1%	4%
		*	*	*	
3	45	3	3	2	6
	5%	2%	3%	3%	2%
		*	*	*	
4	77	7	8	8	24
	8%	5%	7%	13%	6%
		*	*	*	
5	205	33	19	7	76
	20%	25%	17%	11%	20%
		C*	*	*	
6 - LEAST IMPORTANT	631	91	80	45	261
	63%	68%	71%	72%	68%
		E*	E*	E*	E
Sigma	1000	134	113	62	385
	100%	100%	100%	100%	100%



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

	Total	REGION			
		BC	AB	SK/MB	Ontario
		A	B	C	D
<b>Base: All Respondents (unwtd)</b>	<b>1000</b>	<b>120</b>	<b>100</b>	<b>100</b>	<b>350</b>
<b>Base: All Respondents (wtd)</b>	<b>1000</b>	<b>134</b>	<b>113</b>	<b>62</b>	<b>385</b>
Top 2 Box (Net)	284	50	28	22	114
	28%	37%	25%	36%	30%
		E*	*	E*	
1 - MOST IMPORTANT	69	12	8	6	25
	7%	9%	7%	9%	6%
		*	*	*	
2	214	38	20	16	89
	21%	28%	18%	26%	23%
		E*	*	E*	E
3	165	16	23	13	57
	17%	12%	20%	21%	15%
		*	*	*	
4	152	15	26	3	50
	15%	11%	23%	4%	13%
		*	C*	*	C
5	239	29	17	16	109
	24%	22%	15%	26%	28%
		*	*	*	
6 - LEAST IMPORTANT	160	24	18	8	55
	16%	18%	16%	13%	14%
		*	*	*	
Sigma	1000	134	113	62	385
	100%	100%	100%	100%	100%



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

	Total	REGION			
		BC	AB	SK/MB	Ontario
		A	B	C	D
<b>Base: All Respondents (unwtd)</b>	<b>1000</b>	<b>120</b>	<b>100</b>	<b>100</b>	<b>350</b>
<b>Base: All Respondents (wtd)</b>	<b>1000</b>	<b>134</b>	<b>113</b>	<b>62</b>	<b>385</b>
Laptop/tablet	140 14%	8 6%	16 14%	5 8%	41 11%
		*	*	*	
Mobile phone	242 24%	23 17%	22 20%	8 13%	91 24%
		*	*	*	
Myself	782 78%	121 90%	96 85%	58 94%	336 87%
		E*	E*	E*	E
Baggage (including its contents)	510 51%	66 49%	61 54%	30 49%	171 44%
		*	*	*	
Sports equipment	43 4%	-	2 2%	1 1%	18 5%
		*	*	*	
Rental car	284 28%	50 37%	28 25%	22 36%	114 30%
		E*	*	E*	

o least: - Top 2 Box Summary

		HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
E	F	G	H	I	J	K	L
<b>230</b>	<b>100</b>	<b>179</b>	<b>155</b>	<b>300</b>	<b>266</b>	<b>311</b>	<b>689</b>
<b>239</b>	<b>67</b>	<b>231</b>	<b>172</b>	<b>274</b>	<b>210</b>	<b>298</b>	<b>702</b>
66	4	30	14	57	21	40	100
28%	6%	13%	8%	21%	10%	13%	14%
ABCDF	*	*	*	HJ			
80	19	62	41	63	43	90	152
33%	28%	27%	24%	23%	21%	30%	22%
ACD	C*	*	*			L	
110	61	193	140	193	170	230	552
46%	91%	83%	81%	70%	81%	77%	79%
	E*	I*	*		I		
154	28	131	90	146	92	148	361
64%	42%	57%	53%	53%	44%	50%	51%
ACDF	*	J*	*				
18	3	3	11	15	8	13	29
7%	5%	1%	6%	6%	4%	4%	4%
AC	A*	*	*				
51	19	44	48	74	87	73	210
21%	28%	19%	28%	27%	41%	25%	30%
	*	*	*		GHI		

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

	Total	REGION			
		BC	AB	SK/MB	Ontario
		A	B	C	D
<b>Base: All Respondents (unwtd)</b>	<b>1000</b>	<b>120</b>	<b>100</b>	<b>100</b>	<b>350</b>
<b>Base: All Respondents (wtd)</b>	<b>1000</b>	<b>134</b>	<b>113</b>	<b>62</b>	<b>385</b>
Passport	132	8	2	2	36
	13%	6%	2%	4%	9%
		*	*	*	
Laptop/tablet	15	1	2	1	6
	1%	1%	1%	1%	2%
		*	*	*	
Mobile phone	56	5	5	2	17
	6%	3%	4%	3%	4%
		*	*	*	
A traveling companion (friend or family member)	61	3	4	1	12
	6%	2%	4%	1%	3%
		*	*	*	
Baggage	200	26	23	18	88
	20%	19%	21%	29%	23%
		*	*	E*	E
Tickets (i.e. transportation, entertainment, etc.)	33	1	4	4	10
	3%	1%	4%	7%	3%
		*	*	A*	
I've never lost anything while travelling	503	91	72	34	216
	50%	68%	64%	55%	56%
		E*	E*	E*	E
Sigma	1000	134	113	62	385
	100%	100%	100%	100%	100%



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

	Total	REGION			
		BC	AB	SK/MB	Ontario
		A	B	C	D
<b>Base: All Respondents (unwtd)</b>	<b>1000</b>	<b>120</b>	<b>100</b>	<b>100</b>	<b>350</b>
<b>Base: All Respondents (wtd)</b>	<b>1000</b>	<b>134</b>	<b>113</b>	<b>62</b>	<b>385</b>
Going through airport security	193 19%	33 24%	26 23%	7 11%	66 17%
		*	*	*	
Bad travel etiquette (i.e. feet on seats, chair kicking, loud passengers, etc.)	271 27%	35 26%	35 31%	18 30%	119 31%
		*	*	*	E
Flight delays	228 23%	20 15%	25 22%	19 31%	91 24%
		*	*	A*	
Lost or delayed baggage	152 15%	14 11%	18 16%	6 10%	46 12%
		*	*	*	
The mad dash to get off the plane	79 8%	13 10%	5 5%	5 8%	34 9%
		*	*	*	
Travelling to and from airports	78 8%	18 14%	4 4%	6 10%	28 7%
		*	*	*	
Sigma	1000 100%	134 100%	113 100%	62 100%	385 100%



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

		REGION			
	Total	BC	AB	SK/MB	Ontario
		A	B	C	D
<b>Base: All Respondents (unwtd)</b>	<b>1000</b>	<b>120</b>	<b>100</b>	<b>100</b>	<b>350</b>
<b>Base: All Respondents (wtd)</b>	<b>1000</b>	<b>134</b>	<b>113</b>	<b>62</b>	<b>385</b>
Yes	260	24	17	17	92
	26%	18%	15%	28%	24%
		*	*	*	
No	740	110	95	45	293
	74%	82%	85%	72%	76%
		E*	EF*	*	E
Sigma	1000	134	113	62	385
	100%	100%	100%	100%	100%



6. What did the insurance claim relate to?

		REGION			
	Total	BC	AB	SK/MB	Ontario
		A	B	C	D
<b>Base: All Answering (unwtd)</b>	<b>294</b>	<b>24</b>	<b>21</b>	<b>29</b>	<b>98</b>
<b>Base: All Answering (wtd)</b>	<b>260</b>	<b>24</b>	<b>17</b>	<b>17</b>	<b>92</b>
Doctor, hospital or clinic visit	87 33%	6 26%	5 31%	4 24%	26 29%
		**	**	**	*
Prescription medication	39 15%	1 4%	3 15%	1 4%	4 4%
		**	**	**	*
Lost baggage	103 40%	6 26%	5 31%	11 62%	36 39%
		**	**	**	*
Theft	40 15%	2 8%	3 18%	* 2%	14 15%
		**	**	**	*
I had to cancel my trip	40 15%	6 24%	1 4%	3 15%	8 9%
		**	**	**	*
Flight delay	64 24%	7 31%	4 21%	6 33%	17 19%
		**	**	**	*
Some other claim	24 9%	3 14%	2 11%	2 12%	10 11%
		**	**	**	*
Sigma	397 152%	32 132%	23 132%	27 153%	116 126%



7. Why have you never made an insurance claim?

	Total	REGION			
		BC	AB	SK/MB	Ontario
		A	B	C	D
<b>Base: All Answering (unwtd)</b>	<b>706</b>	<b>96</b>	<b>79</b>	<b>71</b>	<b>252</b>
<b>Base: All Answering (wtd)</b>	<b>740</b>	<b>110</b>	<b>95</b>	<b>45</b>	<b>293</b>
I've never been in a situation where I've needed to make a travel insurance claim	588	92	73	39	232
	79%	84%	77%	87%	79%
		*	*	F*	
I thought I was covered by pre-existing insurance, but I was wrong	19	1	1	1	8
	3%	1%	1%	1%	3%
		*	*	*	
I thought I was covered by my credit card, but I was wrong	16	1	1	1	7
	2%	1%	1%	1%	2%
		*	*	*	
I didn't have travel insurance	33	3	11	1	14
	4%	2%	11%	1%	5%
		*	E*	*	
Too much of a hassle to make the claim	41	4	6	1	15
	5%	4%	7%	3%	5%
		*	*	*	
I was too busy	8	-	1	-	4
	1%	-	1%	-	1%
		*	*	*	
I didn't know where to go	14	3	-	-	1
	2%	3%	-	-	*
		*	*	*	
I had more important things to do	13	1	2	1	5
	2%	1%	2%	3%	2%
		*	*	*	
I don't know	37	7	1	1	17
	5%	6%	1%	3%	6%
		*	*	*	
Sigma	768	111	96	45	303
	104%	101%	101%	100%	104%

