

. In the last three years, how many leisure trips, that is, non-business travel involving an overnight stay, by air or cruise ship have you taken ...?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J/K/L

		Gender		Age			Household Income			Region			
	Total	Male	Female	18-34	35-54	55+	Under \$25K	\$25K- <\$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents	1001	486	515	237	391	359	185	235	393	197	235	353	216
Weighted	1001	482	519	312	401	275	239	233	354	191	235	351	224
Within the United States													
NONE	537 54%	248 51%	289 56%	172 55%	207 52%	151 55%	166 70% GH	137 59% H	137 39%	90 47%	142 61% IL	206 59% IL	99 44%
1	136 14%	65 14%	70 14%	47 15%	52 13%	34 12%	27 12%	24 10%	62 18% G	29 15%	31 13%	38 11%	38 17%
2	93 9%	45 9%	47 9%	22 7%	44 11%	26 10%	14 6%	27 12% F	35 10%	27 14% KL	24 10%	27 8%	14 6%
3	76 8%	39 8%	37 7%	27 9%	28 7%	20 7%	13 6%	19 8%	33 9%	11 6%	16 7%	25 7%	24 11%
4	42 4%	22 5%	20 4%	10 3%	18 5%	13 5%	7 3%	5 2%	23 7% G	10 5%	7 3%	13 4%	12 5%
5	32 3%	16 3%	17 3%	14 5%	9 2%	9 3%	6 2%	4 2%	19 5% G	7 4%	6 3%	7 2%	13 6% K
6	19 2%	9 2%	10 2%	4 1%	11 3%	5 2%	2 1%	3 1%	13 4% F	5 3%	2 1%	5 2%	7 3%
7 to 10	39 4%	21 4%	17 3%	8 3%	20 5%	9 3%	4 2%	9 4%	19 5% F	7 4%	4 2%	16 4%	12 5%
11 to 25	19 2%	10 2%	9 2%	4 1%	8 2%	7 3%	0 -	4 2%	11 3% F	5 2%	2 1%	10 3%	2 1%
More than 25	2 0	1 0	1 0	0 -	2 1%	0 -	0 -	1 0	0 -	0 -	0 -	1 0	1 0
(DK/NS)	6 1%	4 1%	1 0	3 1%	2 1%	0 -	0 -	1 1%	2 1%	0 -	0 -	3 1%	3 1%
Summary													
Mean	1.7	1.9	1.6	1.5	2.0	1.7	0.8	1.6 F	2.4 FG	1.8 J	1.1	1.8 J	2.2 J
Median	0	0	0	0	0	0	0	0	0.6	0.2	0	0	0.3

In the last three years, how many leisure trips, that is, non-business travel involving an overnight stay, by air or cruise ship have you taken ...?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J/K/L

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under \$25K	\$25K- <\$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents	1001	486	515	237	391	359	185	235	393	197	235	353	216
Weighted	1001	482	519	312	401	275	239	233	354	191	235	351	224
To a destination outside the United States													
NONE	776 78%	370 77%	406 78%	231 74%	308 77%	224 82% C	206 86% GH	182 78% H	245 69%	139 73%	194 83% IL	285 81% IL	157 70%
1	116 12%	60 12%	56 11%	44 14%	45 11%	27 10%	22 9%	28 12%	49 14%	22 11%	19 8%	38 11%	37 17% J
2	56 6%	27 6%	29 6%	16 5%	27 7%	13 5%	3 1%	10 4%	36 10% FG	17 9% K	11 5%	12 4%	15 7%
3	26 3%	13 3%	13 2%	10 3%	8 2%	8 3%	3 1%	6 3%	12 4%	6 3%	4 2%	6 2%	10 4%
4	8 1%	2 0	6 1%	6 2% DE	1 0	0 -	2 1%	2 1%	3 1%	2 1%	2 1%	1 0	2 1%
5	5 0	2 0	3 1%	1 0	2 1%	1 1%	1 1%	0 -	3 1%	1 1%	2 1%	1 0	0 -
6	2 0	2 0	0 -	0 -	2 1%	0 -	1 1%	0 -	1 0	0 -	0 -	2 1%	0 -
7 to 10	2 0	0 -	2 0	0 -	1 0	1 1%	0 -	1 0	1 0	0 -	0 -	2 0	1 0
11 to 25	7 1%	2 0	4 1%	1 0	6 1% E	0 -	0 -	1 0	3 1%	3 2%	1 1%	2 1%	0 -
More than 25	1 0	0 -	1 0	1 0	0 -	0 -	0 -	0 -	1 0	0 -	0 -	1 0	0 -
(DK/NS)	3 0	3 1%	0 -	1 0	1 0	0 -	0 -	1 1%	1 0	0 -	0 -	1 0	3 1%
Summary													
Mean	0.5	0.4	0.6	0.6	0.6 E	0.3	0.3	0.4	0.8 FG	0.7	0.4	0.5	0.5

Have you ever heard about this type of insurance?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J/K/L

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under \$25K	\$25K- <\$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents Weighted	1001	486	515	237	391	359	185	235	393	197	235	353	216
	1001	482	519	312	401	275	239	233	354	191	235	351	224
Yes	578	280	299	140	246	183	95	138	242	112	143	184	140
	58%	58%	58%	45%	61% C	67% C	40%	59% F	68% FG	59%	61%	52%	62% K
No	413	196	216	167	153	89	141	92	110	79	87	162	84
	41%	41%	42%	54% DE	38%	32%	59% GH	40% H	31%	41%	37%	46% J	38%
(DK/NS)	10	6	4	5	2	3	4	2	2	0	4	6	0
	1%	1%	1%	2%	1%	1%	1%	1%	1%	-	2%	2%	-

Have you ever heard about this type of insurance?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H

	Total	TRAVEL WITHIN THE U.S.		TRAVEL OUTSIDE THE U.S.		TRAVEL WITHIN/OUTSIDE THE U.S.		HEARD OF INSURANCE	
		At least once	Never	At least once	Never	At least once	Never	Yes	No
		A	B	C	D	E	F	G	H
Base: All respondents Weighted	1001	471	779	219	779	516	779	611	381
	1001	458	776	222	776	507	776	578	413
Yes	578	319	420	157	420	342	420	578	0
	58%	70% B	54%	71% D	54%	67% F	54%	100% H	-
No	413	137	346	64	346	162	346	0	413
	41%	30%	45% A	29%	45% C	32% E	45%	-	100% G
(DK/NS)	10	2	10	0	10	2	10	0	0
	1%	1%	1%	-	1%	0	1%	-	-

When you travel for leisure ... how often do you purchase travel insurance? How about when you travel ...

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J/K/L

* small base

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under \$25K	\$25K- \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Have travelled In the United States at least once in the past 3 years Weighted	471	239	232	109	186	170	55	98	238	107	90	151	123
	458	229	229	137	192	124	73*	94*	215	101*	93*	142	122
In the United States													
Always	21 5%	7 3%	14 6%	1 1%	13 7% C	8 6% C	1 2%	5 5%	11 5%	5 5%	1 1%	10 7% J	6 5%
Usually	16 3%	8 4%	8 3%	3 2%	7 4%	5 4%	0 -	5 6%	5 3%	3 3%	4 4%	3 2%	6 5%
Occasionally	27 6%	15 7%	12 5%	6 5%	13 7%	8 6%	4 6%	6 6%	15 7%	8 8%	9 9%	5 3%	6 5%
Rarely	36 8%	18 8%	18 8%	5 3%	18 9%	13 10% C	3 4%	8 8%	18 8%	8 8%	9 9%	14 10%	5 4%
Never	354 77%	180 79%	175 76%	122 89% DE	138 72%	90 72%	62 86%	69 73%	165 77%	77 76%	71 77%	110 78%	97 79%
(DK/NS)	3 1%	1 0	3 1%	0 -	3 2%	0 -	1 2%	1 1%	1 0	0 -	0 -	1 1%	3 2%
Summary													
Top2Box (Always/Usually)	37 8%	15 7%	22 10%	4 3%	20 10% C	13 11% C	1 2%	10 11% F	16 8%	9 9%	4 5%	12 9%	12 10%
Low2Box (Rarely/Never)	391 85%	198 86%	193 84%	127 93% DE	156 81%	103 83%	66 90%	77 81%	183 85%	85 84%	80 86%	124 88%	102 83%

When you travel for leisure ... how often do you purchase travel insurance? How about when you travel ...

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J/K/L

* small base; ** very small base (under 30) ineligible for sig testing

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under \$25K	\$25K-<\$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Have travelled Outside of the United States at least once in the past 3 years	219	109	110	61	87	71	22	46	117	52	36	67	64
Weighted	222	108*	113	79*	92*	50*	33**	49*	109	52*	41*	65*	64*
Outside of the United States													
Always	40 18%	15 14%	25 22%	6 8%	21 23% C	13 26% C	1 4%	11 23%	22 21%	9 17%	4 11%	13 20%	14 22%
Usually	17 8%	10 9%	7 6%	5 7%	6 6%	6 13%	3 10%	4 8%	9 8%	3 6%	7 18% L	4 6%	3 4%
Occasionally	15 7%	8 8%	7 6%	3 4%	5 6%	7 13%	2 7%	2 5%	7 6%	2 3%	3 7%	6 9%	5 8%
Rarely	13 6%	7 6%	7 6%	2 2%	8 9%	4 7%	1 3%	3 6%	6 6%	1 3%	1 3%	8 13%	2 4%
Never	132 60%	68 63%	64 57%	61 77% DE	51 56%	20 40%	24 72%	28 58%	63 58%	37 70%	22 54%	34 52%	40 63%
(DK/NS)	3 1%	0 -	3 3%	2 3%	1 1%	0 -	1 4%	0 -	2 2%	0 -	3 8% KL	0 -	0 -
Summary													
Top2Box (Always/Usually)	57 26%	26 24%	32 28%	11 14%	27 29% C	20 39% C	5 14%	15 31%	31 29%	12 24%	12 28%	17 26%	17 26%
Low2Box (Rarely/Never)	146 66%	75 69%	71 63%	63 79% E	59 64% E	24 48%	25 75%	31 64%	69 63%	38 73%	23 56%	42 65%	43 67%

Why do you rarely or never buy travel insurance?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J/K/L

* small base

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under \$25K	\$25K- <\$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Rarely/Never purchase travel insurance – have traveled in the past 3 years	435	222	213	115	167	147	56	89	216	94	86	140	115
Weighted	433	219	214	147	171	109	76*	87*	199	93*	89*	134	117
Did not know travel insurance was an option	21 5%	7 3%	15 7%	11 8% E	9 5%	1 1%	6 8%	7 8%	6 3%	2 2%	1 2%	10 7%	8 7%
Not offered by my travel agent	5 1%	5 2% B	0 -	5 4% DE	0 -	0 -	2 2%	1 2%	2 1%	0 -	0 -	2 1%	4 3%
Usually forget	6 1%	0 -	6 3% A	1 1%	2 1%	3 2%	0 -	2 2%	2 1%	2 3%	0 -	1 1%	3 2%
Not convenient	8 2%	3 1%	5 2%	1 1%	4 2%	3 3%	1 2%	5 6% H	1 0	0 -	1 1%	3 2%	4 4%
Don't need it	145 33%	86 39% B	59 27%	50 34%	60 35%	33 30%	19 25%	37 43% F	70 35%	32 34%	28 31%	51 38%	34 29%
Already have coverage through work or credit cards	47 11%	22 10%	26 12%	10 7%	19 11%	18 16% C	6 7%	7 8%	27 13%	9 10%	11 12%	11 8%	16 13%
Too expensive	33 8%	20 9%	13 6%	12 8%	14 8%	7 6%	9 12% G	1 2%	15 7%	8 9%	3 4%	11 8%	11 9%
Other (DO NOT SPECIFY)	157 36%	73 33%	84 39%	54 37%	57 33%	43 40%	29 39%	26 30%	72 36%	37 40%	42 47% KL	44 33%	33 28%
(DK/NS)	10 2%	3 1%	7 3%	2 1%	6 4%	2 2%	3 4%	0 -	5 3%	2 2%	3 4%	1 1%	4 3%

How interested would you be in learning more about the benefits of travel insurance at the time you book a trip from your travel agent?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J/K/L

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under \$25K	\$25K- <\$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents	1001	486	515	237	391	359	185	235	393	197	235	353	216
Weighted	1001	482	519	312	401	275	239	233	354	191	235	351	224
Very interested	89 9%	36 8%	53 10%	33 11%	35 9%	21 8%	28 12%	26 11%	31 9%	20 10%	15 6%	32 9%	22 10%
Somewhat interested	212 21%	104 22%	108 21%	81 26% E	88 22% E	42 15%	52 22%	51 22%	78 22%	36 19%	47 20%	74 21%	55 25%
Not very interested	172 17%	91 19%	81 16%	72 23% DE	61 15%	37 13%	26 11%	41 18%	69 20% F	31 16%	46 19%	62 18%	34 15%
Not at all interested	515 51%	247 51%	268 52%	123 39%	215 54% C	168 61% CD	130 54%	112 48%	174 49%	104 55%	122 52%	178 51%	111 50%
(DK/NS)	13 1%	3 1%	10 2%	3 1%	2 0	7 3% D	3 1%	3 1%	2 1%	0 -	6 3% I	5 2%	2 1%
Summary													
Top2Box (Very/Somewhat interested)	301 30%	140 29%	161 31%	114 36% E	123 31% E	63 23%	80 33%	77 33%	109 31%	56 29%	61 26%	106 30%	78 35%
Low2Box (Not very/Not at all interested)	687 69%	338 70%	349 67%	195 62%	276 69%	205 75% C	156 65%	153 66%	243 69%	135 71%	167 71%	240 68%	145 65%

How important would you say it is that the benefits of purchasing travel insurance are explained to you by your travel agent?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J/K/L

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under \$25K	\$25K- <\$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents	1001	486	515	237	391	359	185	235	393	197	235	353	216
Weighted	1001	482	519	312	401	275	239	233	354	191	235	351	224
Very important	306 31%	130 27%	176 34% A	96 31%	121 30%	87 32%	94 39% H	78 33%	97 27%	53 28%	65 28%	117 33%	71 31%
Somewhat important	268 27%	127 26%	141 27%	102 33% DE	100 25%	62 22%	52 22%	66 28%	99 28%	55 29%	67 28%	82 23%	64 29%
Not very important	115 11%	68 14% B	47 9%	41 13%	51 13%	23 8%	19 8%	25 11%	52 15% F	23 12%	30 13%	38 11%	24 11%
Not at all important	288 29%	146 30%	142 27%	65 21%	121 30% C	95 34% C	66 28%	57 24%	103 29%	57 30%	64 27%	106 30%	60 27%
(DK/NS)	24 2%	10 2%	14 3%	8 2%	8 2%	8 3%	8 3% H	7 3% H	3 1%	3 1%	9 4%	8 2%	5 2%
Summary													
Top2Box (Very/Somewhat important)	574 57%	257 53%	317 61% A	198 64% DE	222 55%	149 54%	146 61%	144 62%	196 55%	108 57%	132 56%	199 57%	135 60%
Low2Box (Not very/Not at all important)	403 40%	214 44% B	189 36%	106 34%	172 43% C	118 43% C	85 36%	82 35%	155 44% G	81 42%	94 40%	144 41%	84 38%

Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements.

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J/K/L

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under \$25K	\$25K- <\$50K	\$50K+	Northeast	Midwest	South	West
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Base: All respondents	1001	486	515	237	391	359	185	235	393	197	235	353	216
Weighted	1001	482	519	312	401	275	239	233	354	191	235	351	224
I know exactly what the limitations of my insurance coverage through my private health care and credit cards are when I travel within the U.S.													
Strongly agree	340 34%	167 35%	173 33%	85 27%	137 34%	112 41%	66 28%	76 33%	131 37%	71 37%	75 32%	110 31%	84 38%
Somewhat agree	376 38%	181 38%	195 38%	130 42%	154 38%	89 32%	93 39%	90 39%	138 39%	76 40%	86 36%	132 38%	83 37%
Somewhat disagree	122 12%	58 12%	64 12%	46 15%	50 13%	25 9%	34 14%	28 12%	39 11%	19 10%	31 13%	41 12%	31 14%
Strongly disagree	120 12%	55 12%	65 12%	43 14%	40 10%	34 12%	37 15%	26 11%	36 10%	19 10%	31 13%	50 14%	20 9%
(DK/NS)	43 4%	20 4%	22 4%	8 3%	20 5%	15 6%	10 4%	12 5%	9 3%	6 3%	12 5%	19 5%	6 3%
Summary													
Top2Box (Strongly/Somewhat agree)	716 72%	348 72%	368 71%	214 69%	291 73%	201 73%	159 66%	166 72%	269 76%	147 77%	160 68%	242 69%	167 74%
Low2Box (Somewhat/Strongly disagree)	242 24%	114 24%	129 25%	89 29%	90 23%	59 21%	70 29%	54 23%	76 21%	38 20%	62 26%	91 26%	51 23%

Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements.

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	Total	Gender		Age			Household Income			Region			
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Base: All respondents	1001	486	515	237	391	359	185	235	393	197	235	353	216
Weighted	1001	482	519	312	401	275	239	233	354	191	235	351	224
I know exactly what the limitations of my insurance coverage through my private health care and credit cards are when I travel outside of the U.S.													
Strongly agree	243 24%	122 25%	121 23%	57 18%	93 23%	89 32% CD	53 22%	60 26%	87 25%	51 27%	57 24%	75 21%	61 27%
Somewhat agree	297 30%	152 32%	145 28%	99 32%	112 28%	81 30%	61 26%	67 29%	113 32%	51 27%	80 34%	103 29%	63 28%
Somewhat disagree	185 18%	88 18%	97 19%	75 24% E	82 20% E	26 10%	52 22%	37 16%	68 19%	41 21%	34 14%	60 17%	50 22% J
Strongly disagree	202 20%	88 18%	113 22%	67 21%	82 20%	51 19%	51 21%	49 21%	69 20%	39 20%	51 22%	77 22%	35 16%
(DK/NS)	74 7%	32 7%	42 8%	14 5%	32 8%	27 10% C	22 9% H	19 8%	16 5%	9 5%	13 5%	37 10% IJ	15 7%
Summary													
Top2Box (Strongly/Somewhat agree)	540 54%	274 57%	267 51%	156 50%	205 51%	170 62% CD	114 48%	127 55%	201 57%	102 53%	137 58%	177 51%	124 55%
Low2Box (Somewhat/Strongly disagree)	387 39%	176 37%	210 40%	141 45% E	164 41% E	77 28%	103 43%	87 37%	137 39%	80 42%	85 36%	137 39%	85 38%

Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements.

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H

		TRAVEL WITHIN THE U.S.		TRAVEL OUTSIDE THE U.S.		TRAVEL WITHIN/OUTSIDE THE U.S.		HEARD OF INSURANCE	
	Total	At least once	Never	At least once	Never	At least once	Never	Yes	No
		A	B	C	D	E	F	G	H
Base: All respondents	1001	471	779	219	779	516	779	611	381
Weighted	1001	458	776	222	776	507	776	578	413
I know exactly what the limitations of my insurance coverage through my private health care and credit cards are when I travel outside of the U.S.									
Strongly agree	243 24%	121 26%	175 23%	66 30% D	175 23%	134 26%	175 23%	163 28% H	80 19%
Somewhat agree	297 30%	147 32%	217 28%	79 36% D	217 28%	161 32%	217 28%	191 33% H	106 26%
Somewhat disagree	185 18%	82 18%	153 20%	32 15%	153 20%	92 18%	153 20%	106 18%	77 19%
Strongly disagree	202 20%	87 19%	166 21%	35 16%	166 21%	96 19%	166 21%	100 17%	101 25% G
(DK/NS)	74 7%	21 5%	66 8% A	9 4%	66 8% C	25 5%	66 8% E	18 3%	48 12% G
Summary									
Top2Box (Strongly/Somewhat agree)	540 54%	268 59% B	392 50%	145 66% D	392 50%	295 58% F	392 50%	353 61% H	186 45%
Low2Box (Somewhat/Strongly disagree)	387 39%	169 37%	319 41%	68 31% C	319 41%	188 37%	319 41%	206 36%	178 43% G

