

Detailed tables

Please tell me whether you strongly agree, agree, disagree or strongly disagree with each of the following statements. What about BUYING TRAVEL INSURANCE IS WORTH THE COST TO HAVE PEACE OF MIND ON MY VACATION?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
Overlap formulae used. * small base

		REGION						AGE			GENDER	
	Total	BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents												
Unweighted Base	1059	134	100	101	385	239	100	339	407	290	471	588
Weighted Base	1000	132	97*	68	379	247	77*	293	392	294	483	517
Strongly Agree	479 48%	56 42%	50 51%	24 35%	184 48%	131 53%	35 46%	126 43%	196 50%	149 51%	209 43%	270 52%
Agree	361 36%	47 35%	33 34%	30 45%	136 36%	89 36%	27 35%	118 40%	130 33%	104 35%	177 37%	184 36%
Disagree	108 11%	24 18%	11 12%	7 10%	36 10%	18 7%	12 16%	28 10%	52 13%	28 10%	64 13%	44 8%
Strongly Disagree	45 5%	4 3%	3 3%	6 10%	20 5%	8 3%	2 3%	21 7%	13 3%	9 3%	30 6%	15 3%
(DK/NS)	7 1%	2 1%	0 -	1 1%	3 1%	1 0	1 1%	1 0	1 0	3 1%	3 1%	4 1%
Summary												
Top2box (Strongly Agree/Agree)	840 84%	102 77%	82 85%	54 80%	320 84%	219 89%	62 80%	244 83%	326 83%	253 86%	386 80%	454 88%
Low2box (Disagree/Strongly Disagree)	153 15%	28 21%	14 15%	13 19%	56 15%	27 11%	14 19%	49 17%	65 17%	37 13%	95 20%	59 11%

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When you travel for leisure TO A DESTINATION OTHER THAN CANADA OR THE UNITED STATES, how often do you purchase travel insurance?

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

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

		REGION						AGE			GENDER	
	Total	BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: Travelled at least once TO A DESTINATION OTHER THAN CANADA OR THE UNITED STATES												
Unweighted Base	338	53	27	23	149	71	15	125	107	101	144	194
	321	52*	26**	15**	145	70*	12**	111	103	102*	149	171
Always	166 52%	27 51%	10 39%	11 70%	76 52%	37 53%	6 49%	52 47%	52 50%	58 57%	70 47%	95 56%
Usually	24 8%	3 5%	4 15%	2 13%	8 5%	8 11%	0 -	10 9%	7 7%	7 7%	14 9%	11 6%
Occasionally	19 6%	4 8%	3 11%	1 5%	8 5%	2 3%	1 7%	7 7%	9 9%	2 2%	13 9%	5 3%
Rarely	21 7%	4 8%	2 8%	1 4%	11 7%	3 4%	1 7%	9 8%	5 5%	6 6%	12 8%	9 5%
Never	87 27%	14 26%	7 27%	1 9%	43 30%	18 25%	4 37%	33 29%	30 29%	25 25%	39 26%	48 28%
(DK/NS)	4 1%	1 2%	0 -	0 -	0 -	2 3%	0 D	0 -	0 -	4 3%	1 1%	2 1%

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From whom do you typically purchase your travel insurance?

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

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

		REGION						AGE			GENDER	
	Total	BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: Usually buy travel insurance												
Unweighted Base Weighted Base From a travel agent From an insurance broker From a financial institution Through an association you belong to Directly from an insurance company (online or by phone) From some other source (Do Not Specify) From your trip tour company (DK/NS)	408	64	39	42	153	82	28	132	138	131	170	238
	383	62*	37*	28*	151	83*	22**	116	131	129	174	209
	170 44%	31 50%	15 39%	11 41%	59 39%	40 49%	13 59%	59 51%	52 40%	55 43%	82 47%	88 42%
	49 13%	10 16%	6 17%	3 12%	19 12%	8 9%	3 13%	10 9%	21 16%	16 12%	20 12%	29 14%
	47 12%	4 6%	5 14%	1 5%	23 15%	14 16%	1 2%	13 12%	16 12%	18 14%	20 12%	27 13%
	41 11%	8 12% E	3 8%	1 3%	25 17% CE	2 3%	3 12%	10 8%	19 15%	12 9%	18 10%	23 11%
	38 10%	3 5%	5 14% D	5 19% AD	7 5%	17 20% AD	1 4%	16 14%	10 8%	12 10%	15 9%	23 11%
	20 5%	2 4%	1 3%	4 14% AE	9 6%	1 1%	2 10%	3 3%	7 6%	9 7%	11 6%	9 4%
	12 3%	2 3%	2 5%	1 5%	5 3%	2 2%	0 -	3 2%	3 3%	5 4%	3 2%	9 4%
	7 2%	2 3%	0 -	1 3%	4 3%	0 -	0 -	2 1%	2 2%	2 2%	5 3%	2 1%

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How important would you say it is that you are offered the option to purchase travel insurance when booking a trip?

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

Overlap formulae used. * small base

	REGION							AGE			GENDER	
	Total	BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents												
Unweighted Base	1059	134	100	101	385	239	100	339	407	290	471	588
Weighted Base	1000	132	97*	68	379	247	77*	293	392	294	483	517
Very important	568	72	54	34	219	150	38	154	218	186	243	325
	57%	54%	56%	50%	58%	61%	49%	52%	56%	63% G	50%	63% J
Important	272	38	28	23	92	69	23	95	109	63	140	132
	27%	29%	28%	34% D	24%	28%	30%	32% I	28%	22%	29%	26%
Not very important	77	9	14	6	32	9	8	21	32	24	45	33
	8%	7%	14% E	8%	9% E	4%	10% E	7%	8%	8%	9%	6%
Not at all important	77	13	1	4	34	17	8	23	31	21	52	25
	8%	10% B	1%	5%	9% B	7% B	10% B	8%	8%	7%	11% K	5%
(DK/NS)	6	0	0	1	2	2	1	1	1	1	4	2
	1%	-	-	2%	0	1%	1%	1%	0	0	1%	0
Summary												
Top2box (Very Important/Important)	840	110	82	57	311	219	61	248	327	249	383	457
	84%	83%	84%	84%	82%	89% DF	79%	85%	83%	85%	79%	88% J
Low2box (Not Very/Not at all Important)	154	22	15	9	66	26	15	44	63	44	97	57
	15%	17%	16%	14%	17% E	10%	20% E	15%	16%	15%	20% K	11%

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If you had a medical emergency while you were traveling TO A DESTINATION OTHER THAN CANADA OR THE UNITED STATES, how much of your medical expenses do you think would be covered by your provincial and/or employee health insurance plans?

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

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

		REGION						AGE			GENDER	
	Total	BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: Travelled at least once somewhere in the world												
Unweighted Base	760	106	76	85	279	145	69	254	277	213	334	426
Weighted Base	714	105	74*	57*	275	150	53*	222	265	211	342	372
100%	161 23%	18 17%	15 21%	13 23%	64 23%	38 26%	13 24%	43 19%	72 27%	43 20%	80 23%	81 22%
About 75%	171 24%	26 24%	16 22%	14 25%	67 24%	34 23%	14 27%	49 22%	64 24%	54 25%	96 28%	75 20%
About Half	120 17%	20 19%	12 16%	8 14%	48 18%	25 16%	8 16%	42 19%	47 18%	29 14%	56 16%	65 17%
About 25%	84 12%	16 15%	13 18%	7 12%	23 9%	15 10%	10 19%	27 12%	24 9%	33 16%	39 12%	44 12%
0%	125 17%	17 16%	14 19%	10 18%	51 19%	25 17%	6 12%	48 22%	40 15%	33 16%	54 16%	71 19%
(DK/NS)	52 7%	9 8%	3 5%	4 8%	21 8%	13 9%	2 3%	13 6%	18 7%	19 9%	17 5%	35 10%
Base: Travelled at least once TO A DESTINATION OTHER THAN CANADA OR THE UNITED STATES												
100%	321	52*	26**	15**	145	70*	12**	111	103	102*	149	171
	78 24%	9 18%	4 16%	3 21%	36 25%	23 32%	3 25%	25 23%	27 26%	23 23%	34 23%	44 26%
About 75%	86 27%	13 24%	7 25%	4 28%	42 29%	17 25%	4 30%	27 24%	28 27%	31 31%	46 31%	40 23%
About Half	55 17%	9 18%	5 19%	3 22%	27 19%	9 13%	1 11%	22 19%	20 20%	13 13%	24 16%	31 18%
About 25%	31 10%	7 14%	4 16%	1 8%	10 7%	4 6%	4 34%	12 11%	6 6%	13 13%	15 10%	15 9%
0%	57 18%	11 22%	6 24%	3 18%	23 16%	13 18%	0 -	24 22%	17 17%	14 14%	27 18%	30 17%
(DK/NS)	14 4%	3 5%	0 -	1 4%	7 5%	3 5%	0 -	2 2%	4 4%	7 7%	3 2%	11 6%

Detailed tables

Please tell me whether you strongly agree, agree, disagree or strongly disagree with each of the following statements. What about AN ACCIDENT CAN HAPPEN TO ANYONE, EVEN DURING A VERY SHORT BUSINESS OR RECREATIONAL TRIP SO I ALWAYS PURCHASE TRAVEL INSURANCE.?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
Overlap formulae used. * small base

		REGION						AGE			GENDER	
	Total	BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: Travelled at least once to somewhere in the world												
Unweighted Base	760	106	76	85	279	145	69	254	277	213	334	426
Weighted Base	714	105	74*	57*	275	150	53*	222	265	211	342	372
Strongly Agree	262 37%	38 36%	24 32%	16 29%	111 40%	53 35%	21 39%	74 33%	86 32%	100 48% GH	111 33%	151 41% J
Agree	216 30%	34 32%	27 36%	19 33%	71 26%	48 32%	17 31%	79 35% I	84 32% I	47 22%	105 31%	111 30%
Disagree	148 21%	18 17%	18 24%	13 22%	61 22%	27 18%	11 21%	46 21%	58 22%	41 19%	77 23%	70 19%
Strongly Disagree	79 11%	13 13%	5 6%	8 14%	29 11%	19 12%	5 10%	21 10%	33 13%	22 10%	46 13%	33 9%
(DK/NS)	9 1%	2 2%	1 1%	1 1%	3 1%	2 2%	0 -	3 1%	4 1%	2 1%	2 1%	6 2%
Summary												
Top2box (Strongly Agree/Agree)	479 67%	72 68%	51 69%	35 62%	182 66%	101 68%	37 70%	152 69%	170 64%	148 70%	216 63%	262 71% J
Low2box (Disagree/Strongly Disagree)	227 32%	31 30%	22 30%	21 37%	90 33%	46 31%	16 30%	67 30%	92 35%	62 29%	123 36% K	103 28%

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Please tell me whether you strongly agree, agree, disagree or strongly disagree with each of the following statements. What about I'VE STOPPED BUYING TRAVEL INSURANCE BECAUSE IT COSTS TOO MUCH AND I NEVER USE IT ANYWAY.?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
Overlap formulae used. * small base

		REGION						AGE			GENDER	
	Total	BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: Travelled at least once to somewhere in the world												
Unweighted Base	760	106	76	85	279	145	69	254	277	213	334	426
Weighted Base	714	105	74*	57*	275	150	53*	222	265	211	342	372
Strongly Agree	93 13%	15 14%	11 14%	6 11%	37 13%	17 11%	8 15%	27 12%	34 13%	30 14%	55 16% K	38 10%
Agree	149 21%	21 20%	21 29% D	13 23%	45 16%	36 24%	12 23%	58 26% H	48 18%	40 19%	73 21%	76 20%
Disagree	218 31%	28 26%	20 27%	21 36%	91 33%	42 28%	17 31%	68 31%	84 32%	62 29%	99 29%	119 32%
Strongly Disagree	239 33%	42 40% C	22 30%	14 24%	92 33%	53 36%	16 30%	64 29%	92 35%	76 36%	110 32%	128 35%
(DK/NS)	14 2%	0 -	0 -	3 6% ABEF	10 4%	1 1%	0 -	4 2%	6 2%	3 1%	5 1%	10 3%
Summary												
Top2box (Strongly Agree/Agree)	242 34%	36 34%	32 43% D	19 34%	82 30%	52 35%	21 39%	85 39%	82 31%	70 33%	128 37%	114 31%
Low2box (Disagree/Strongly Disagree)	457 64%	69 66%	42 57%	34 61%	183 67%	96 64%	33 61%	132 59%	177 67%	138 65%	209 61%	248 67%

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Please tell me whether you strongly agree, agree, disagree or strongly disagree with each of the following statements. What about I AM MORE LIKELY TO PURCHASE TRAVEL INSURANCE WHEN I TRAVEL NOW THAN I WAS BEFORE EVENTS SUCH AS THE RECENT TERRORIST ATTACKS, THE WAR IN IRAQ AND SARS?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
Overlap formulae used. * small base

		REGION						AGE			GENDER	
	Total	BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: Travelled at least once to somewhere in the world												
Unweighted Base	760	106	76	85	279	145	69	254	277	213	334	426
Weighted Base	714	105	74*	57*	275	150	53*	222	265	211	342	372
Strongly Agree	142 20%	15 15%	20 27% A	8 14%	61 22%	27 18%	11 20%	46 21%	44 17%	50 24%	58 17%	84 23%
Agree	163 23%	25 24%	21 28%	16 27%	58 21%	31 21%	13 24%	57 26%	66 25%	41 19%	85 25%	79 21%
Disagree	232 33%	30 28%	22 30%	18 31%	91 33%	52 35%	20 38%	68 31%	94 35%	65 31%	109 32%	123 33%
Strongly Disagree	165 23%	34 32% BDF	10 14%	14 25%	60 22%	37 25%	9 17%	49 22%	58 22%	51 24%	87 25%	79 21%
(DK/NS)	11 1%	1 1%	1 2%	1 2%	5 2%	2 1%	1 1%	2 1%	4 1%	4 2%	4 1%	7 2%
Summary												
Top2box (Strongly Agree/Agree)	306 43%	40 38%	41 55% AE	24 42%	119 43%	59 39%	23 44%	103 46%	110 41%	90 43%	143 42%	163 44%
Low2box (Disagree/Strongly Disagree)	397 56%	64 61% B	32 43%	32 56%	151 55%	89 60%	30 55%	117 53%	152 57%	117 55%	195 57%	202 54%