

Four in Ten (37%) Canadians Never Purchase Travel Insurance when Visiting the U.S. for Leisure

*A Majority (55%) Never Purchase Insurance When Travelling
Within Canada but Out of Province*

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Toronto, ON – It appears that some Canadians are being risky when it comes to their travelling habits in North America. According to a new poll conducted by Ipsos Reid on behalf of RBC Insurance, four in ten (37%) Canadians never purchase travel insurance when visiting the United States for leisure. For many this is because of a belief that they are already covered. In fact, four in ten (43%) Canadian travellers do not buy travel insurance because they believe that they “have sufficient coverage” through their work or credit card.

An even larger percentage of Canadian travellers do not purchase insurance when they are travelling within Canada outside of their home province. In this case, more than half (55%) of all Canadians say they never buy travel insurance and it is usually due to a belief that it is not necessary. Six in ten (62%) Canadians feel that they do not need to buy travel insurance because they feel their provincial health plans will cover their medical costs.

These are the findings of an Ipsos Reid poll conducted on behalf of RBC Insurance from 03/27 to 04/10, 2008. For this survey, a representative randomly selected sample of 2251 Canadian adults was interviewed by telephone. With a sample of this size, the results are considered accurate to within ± 2.2 percentage points, 19 times out of 20, of what they would have been had the entire adult population of Canada been polled. The margin of error will be larger within regions and for other sub-groupings of

the survey population. These data were weighted to ensure that the sample's regional and age/sex composition reflects that of the actual Canadian population according to Census data.

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