

1. Thinking ahead to the next 12 months, will you likely take a vacation or travel for leisure purposes...

		REGION								HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	West	East	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents	2012	264	219	138	750	488	153	621	1391	643	370	421	227	497	1422
Weighted	2012	270	213	131	771	483	143	614	1398	656	367	414	227	486	1420
Outside of Canada	778	115	105	38	292	181	47	258	520	139	139	213	154	178	555
	39%	43.0%	49.0%	29.0%	38.0%	37.0%	33.0%	42.0%	37%	21.0%	38.0%	51.0%	68%	37.0%	39%
		C	CDEF		C			H			I	IJ	IJK		
Within Canada but outside your home province	557	74	82	50	211	89	51	206	351	131	102	153	74	135	377
	28%	27.0%	39.0%	38.0%	27.0%	18.0%	36.0%	33.0%	25%	20.0%	28.0%	37.0%	33%	28.0%	27%
		E	ADE	ADE	E		DE	H			I	IJ	I		
Neither	875	112	58	56	347	239	63	226	649	405	158	116	45	223	623
	43%	42.0%	27.0%	43.0%	45.0%	49.0%	44.0%	37.0%	46%	62.0%	43.0%	28.0%	20%	46.0%	44%
		B		B	B	AB	B		G	JKL	KL	L			

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

2. Thinking about your travel Outside of Canada, are you likely to purchase travel insurance for this next trip?

		REGION								HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	West	East	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: Likely take a vacation or travel for leisure purposes Outside Canada	783	113	108	42	284	185	51	263	520	136	140	216	154	186	558
Weighted	778	115	105	38*	292	181	47*	258	520	139	139	213	154	178	555
Yes	466	70	57	25	178	109	28	152	314	90	94	121	79	103	339
	60%	60.0%	54.0%	66.0%	61.0%	60.0%	59.0%	59.0%	60%	65.0%	68.0%	57.0%	51%	58.0%	61%
										L	KL				
No	312	46	48	13	114	72	19	106	206	48	45	91	75	75	216
	40%	40.0%	46.0%	34.0%	39.0%	40.0%	41.0%	41.0%	40%	35.0%	32.0%	43.0%	49%	42.0%	39%
											J	IJ			

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