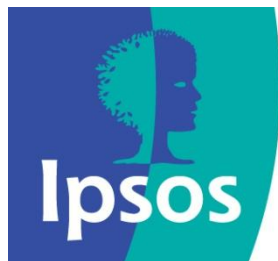


Two in Five (40%) of Canadians Travelling Abroad in 2013 Won't Purchase Travel Insurance

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Ipsos Reid

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Toronto, ON – A good proportion of Canadians who plan to travel outside the country in 2013 don't plan on buying additional travel insurance for their next vacation, according to a new survey conducted by Ipsos Reid on behalf of RBC. Among the two in five Canadians (39%) who plan to vacation abroad in the next twelve months, two in five (40%) will not purchase travel insurance for their trip. Three in five (60%) Canadians travelling abroad, however, will purchase travel insurance for their next vacation.

- Canadian seniors (70%), aged 55+, travelling abroad are the most likely to purchase travel insurance, ahead of middle-aged (56%), aged 35-54, and younger (51%), aged 18-34, Canadians. Younger Canadians (49%) traveling outside of Canada in the next year are least likely to purchase travel insurance, followed by middle-aged (44%) and senior (30%) Canadians
- Although those earning higher household incomes are more likely to travel outside of Canada within the next 12 months, abroad-travelling Canadians who are better off financially are less likely to purchase travel insurance. Canadians in the lower middle income group who are taking a vacation outside of Canada in the next year (68%) are the most likely to purchase travel insurance, slightly ahead of those in the lowest income group (65%), and well ahead of those in the upper middle (57%) and highest (51%) income groups.



These are some of the findings of an Ipsos Reid poll conducted between November 1st to 6th, 2012, on behalf of RBC. For this survey, a sample of 2,012 Canadians adults from Ipsos' Canadian online panel was interviewed online. Weighting was then employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within +/- 2.5 percentage points had all Canadians adults been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

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