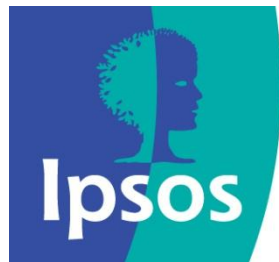


More Canadians Travellers say they Never Leave Home Without Their Electronics (53%) than Travel Insurance (45%) While on Vacation

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Ipsos Reid

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More Canadians Travellers say they Never Leave Home Without Their Electronics (53%) than Travel Insurance (45%) While on Vacation

Toronto, ON – Canadian travellers are more likely to say they never leave home without their electronics than travel insurance, according to a new Ipsos poll of Canadians who have travelled outside of their province or Canada in the last two years, conducted on behalf of RBC Insurance. In fact, electronics even trump medication for many Canadians.

Naturally, chief among the items that Canadians would never leave home without is their passport, given that it is necessary in order to cross borders. But electronics – including cellphone, iPads/laptops and music players – represent the second most-often listed item that Canadians just can't leave home without. The following chart shows a list of items, and the proportion of Canadians who would never leave home without them.

Item they can't leave home without while on vacation	% of Canadians
Passport	75%
Electronics (net)	53%
Cell phone	44%
Electronic devices like iPad or laptop	13%
iPod/MP3 Music player	7%
Medication	49%
Travel insurance	45%
Travel materials	16%
Itinerary	9%
Map or guidebook	8%

Beach items	15%
Sunscreen	8%
Swimsuit	8%
A good book	11%
Pet	4%

Focusing specifically on insurance, British Columbians (53%) are most likely to say they never leave home for vacation without insurance, followed by those living in Ontario (50%), Atlantic Canada (44%), Quebec (41%), Alberta (38%) and residents of Saskatchewan and Manitoba (34%). Older Canadians aged 55+ are most likely (64%) to say they won't leave home without their travel insurance, compared to those aged 35 to 54 (42%) or 18 to 34 (26%).

What Kind of Traveller are Canadians...

Thinking about the kind of traveller they are, nearly half of Canadians are similar and like to play it by ear while on vacation, and then the rest represent a wide variety of styles:

- Nearly half (44%) of Canadians would describe themselves as a “**play-it-by-ear pilgrim**” – the only plan on their travels is where they're going, and after that they just see where the journey takes them.
- Two in ten (18%) describe themselves as a “**timid trekker**” – they don't stray too far from their comfort zone while on vacation, opting for similar restaurants and activities they'd find close to home.
- One in ten (13%) say they're a “**scheduled sightseer**” -- every minute of their vacation is planned out and fits within a tightly-packed schedule.
- A similar proportion (13%) say they're an “**armchair adventurer**” – they like to sit back and relax, letting others go off on adventures if they want. They're just glad to be out of the house and away from work.

- The smallest proportion of Canadians (11%) describe themselves as a “**risk-taking rover**” – they seek adventure at every turn, and the last thing they want to do on your vacation is be bored.

Travel Horror Stories...

Travelling is an adventure – but not always is the adventure a positive experience. Four in ten (43%) Canadian travellers have at one point experienced at least one of the following scenarios:

- In the 'Lost Luggage' office since baggage handlers sent your belongings somewhere else (16%).
- At a local doctor's office/hospital with you or a family member/friend being treated for illness (15%).
- Needing cash and having a difficult time finding a bank or bank machine that takes your cards (12%).
- In a dark alley on the bad side of town, having made a wrong turn (10%).
- Lost with no gas, cell phone service, or directions (4%).
- At your local consulate office, having lost all your identification (2%).
- 57% say none of these things have ever happened to them while travelling.

These are some of the findings of an Ipsos Reid poll conducted between December 15 and 20, 2015, on behalf of RBC Insurance. For this survey, a sample of 1,003 Canadians who claim they have traveled outside their home province within the last two years 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 ± 3.5 percentage points, 19 times out of 20, had all Canadian travellers who fit this sample universe 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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