

Competition & Consumer Protection Commission Travel Insurance Research

May 2019

Contents

INTRODUCTION

EXECUTIVE SUMMARY

FINDINGS

Ownership levels of travel insurance

Reasons influencing the decision to take out travel insurance

Sources influencing awareness of travel insurance options



Introduction

Executive Summary

Findings

Research Objectives

The Competition & Consumer Protection Commission commissioned Ipsos MRBI to conduct research on consumer experience in the travel insurance sector. The purpose of the research was to:

- Measure ownership levels of travel insurance.
- Identify reasons influencing the decision to take out travel insurance.
- Identify sources influencing awareness of travel insurance options.
- Identify when people purchase travel insurance.
- Explore reasons why respondents choose to make a claim or not on their travel insurance.

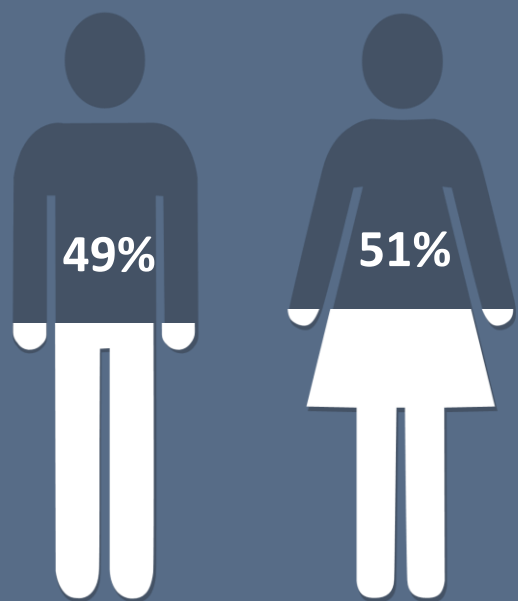
Research Methodology

- This research was carried out on Omnipoll, Ipsos MRBI's telephone omnibus service. Omnipoll interviews a fresh nationally representative sample of 1,000 adults aged 15+ every two weeks (results in this report exclude those aged under 18).
- The sample used is RDD (random digit dialling) to ensure that both listed and unlisted phone numbers have the same probability of being contacted. Interviews are conducted with people via their landline and mobile phone.
- At analysis stage the data is weighted in line with the known profile of the population according to the latest CSO estimates. The sample size achieved on Omnipoll is robust at 1,000 respondents, giving a low margin of error (of +/-3) at an overall level.
- Fieldwork was conducted between 1st and 15th May 2019.

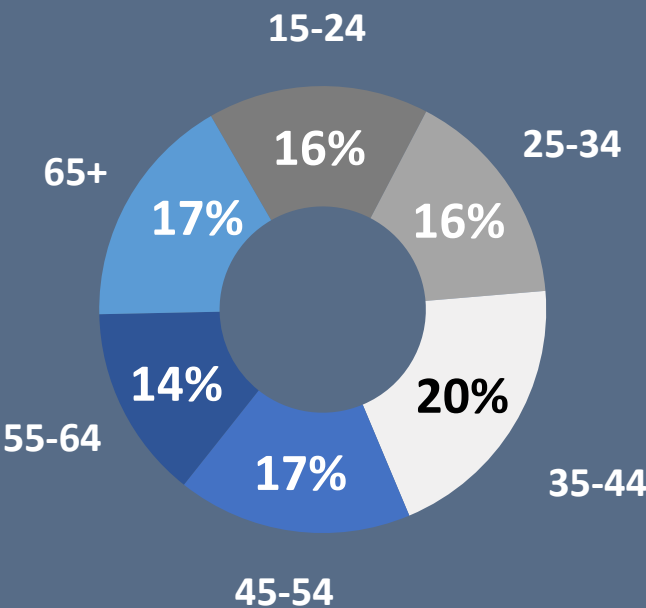
SAMPLE PROFILE

– Demographics

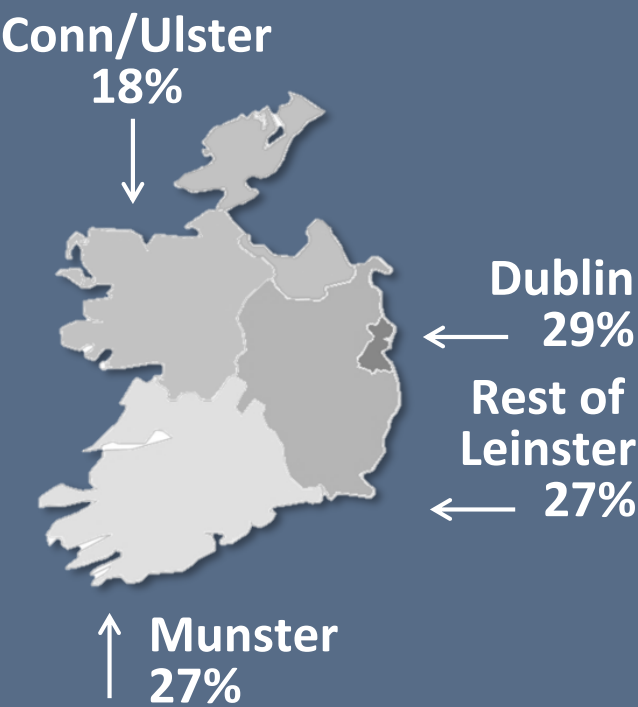
Gender



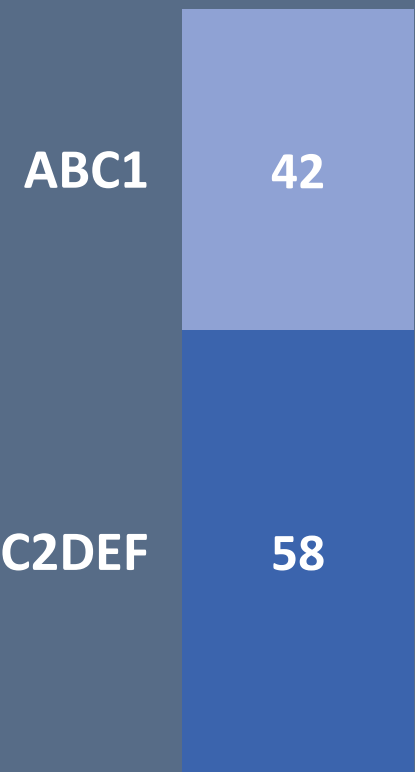
Age



Region



Social Class



Base: All Respondents: 1,014



Introduction

Executive Summary

Findings

Executive Summary

- Almost two thirds (65%) of respondents have currently a travel insurance policy or had one in the past. This is highest amongst those aged 45+(79%), females (71%) and those in ABC1 social class (77%).
- The most important reason for taking out travel insurance was peace of mind at 66%. A variety of secondary reasons were cited including advice from family/friends, that the policy seemed good value, and a risk in their chosen destination.
- Unsurprisingly, price was the most important factor overall when choosing a provider (54%), followed by 'a policy that suited my needs' (46%) and brand trust (35%).
- 22% have contacted their travel insurance provider in the past. This is highest amongst respondents living in Dublin (29%).
- 57% of respondents have made a claim on their travel insurance. Medical reasons/accident were the top reason for doing so at 45%.
- 9% of those who have made a claim had their claim refused. The top reasons for their refusal were 'Not covered by policy provider' and 'They did not submit claim on time'.
- Almost two thirds (65%) of respondents are satisfied with the timely processing of claim in relation to the claim being settled. Just under half (45%) are satisfied with their provider keeping them informed during the process.



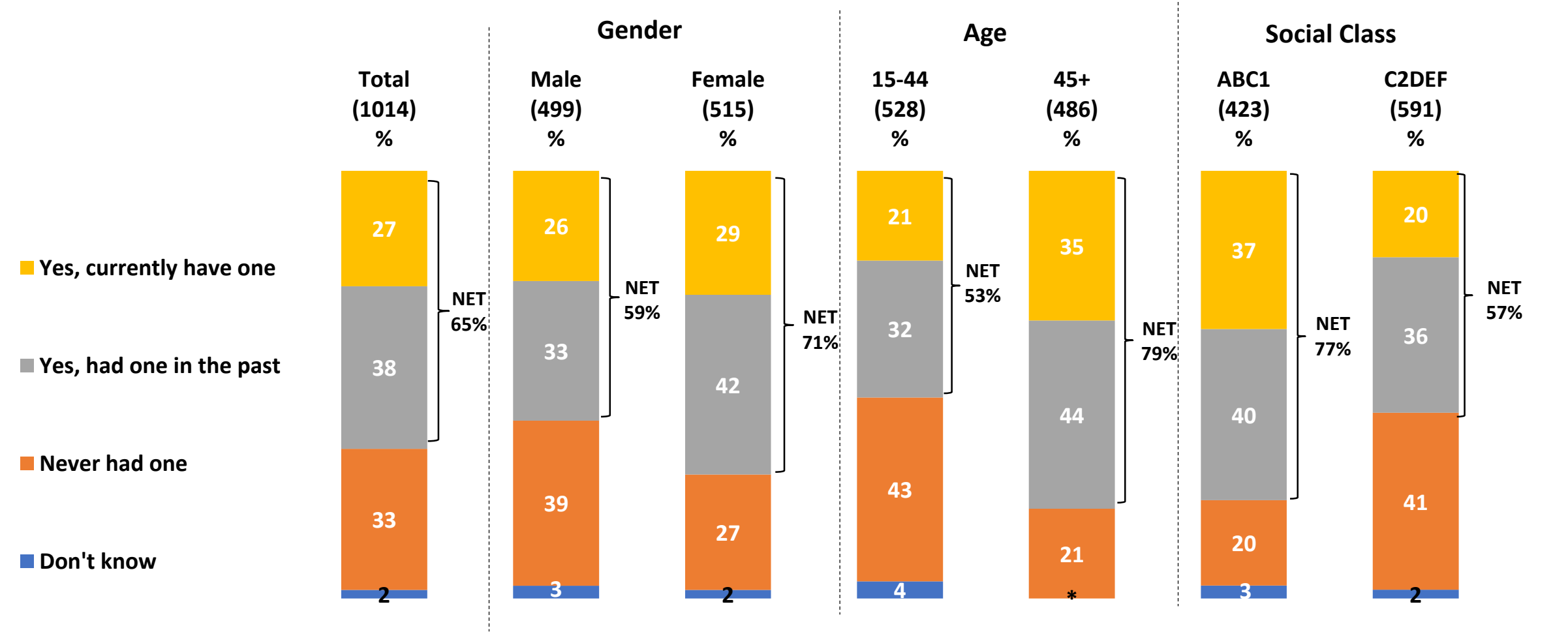
Introduction

Executive Summary

Findings

ALMOST TWO THIRDS (65%) OF RESPONDENTS HAVE CURRENTLY A TRAVEL INSURANCE POLICY OR HAD ONE IN THE PAST. THIS IS HIGHEST AMONGST THOSE AGED 45+, FEMALES AND THOSE IN ABC1 SOCIAL CLASS.

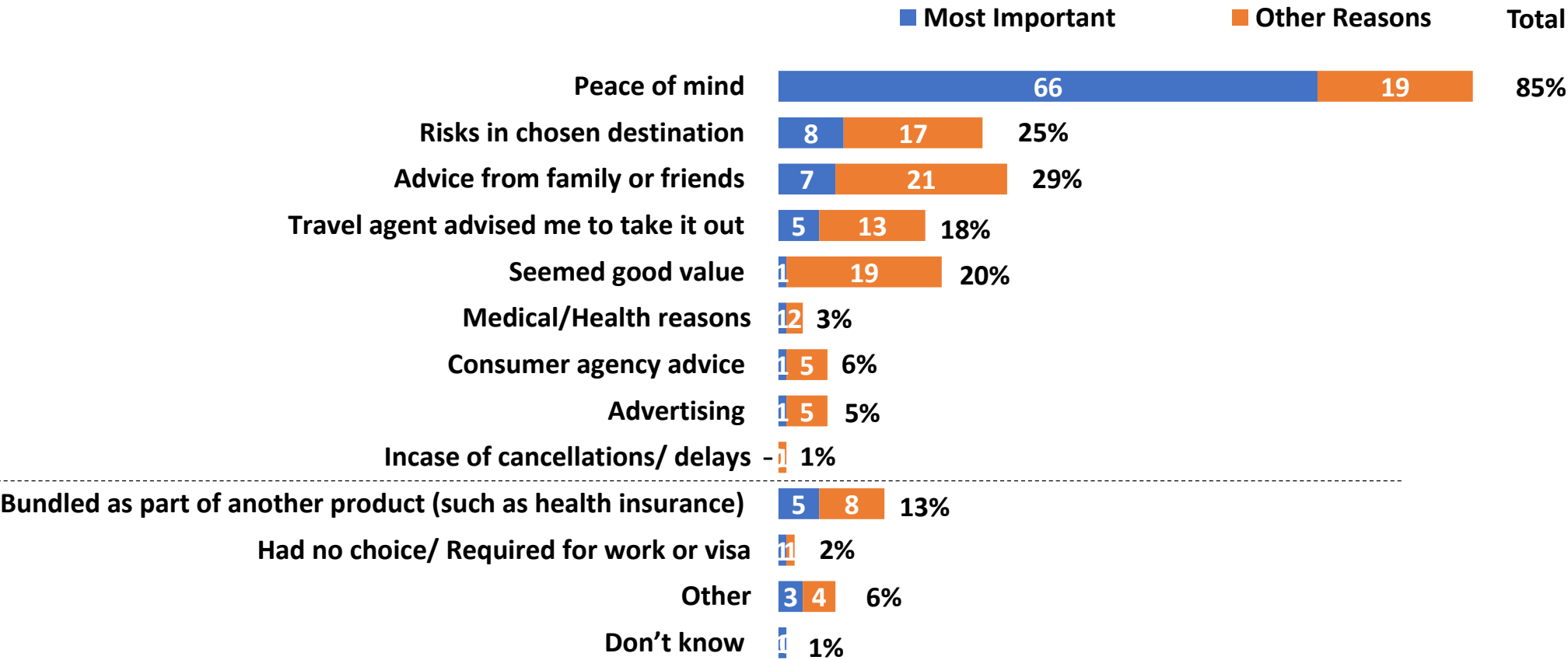
Travel Insurance Policy



Q.1 Firstly can you please tell me whether you have ever had a travel insurance policy, either currently or in the past?
Base: All Respondents: 1,014

THE MOST IMPORTANT REASON FOR TAKING OUT TRAVEL INSURANCE WAS PEACE OF MIND AT 66%. A VARIETY OF SECONDARY REASONS WERE CITED INCLUDING ADVICE FROM FAMILY/ FRIENDS, THAT THE POLICY SELECTED SEEMED GOOD VALUE, AND A RISK IN THEIR CHOSEN DESTINATION.

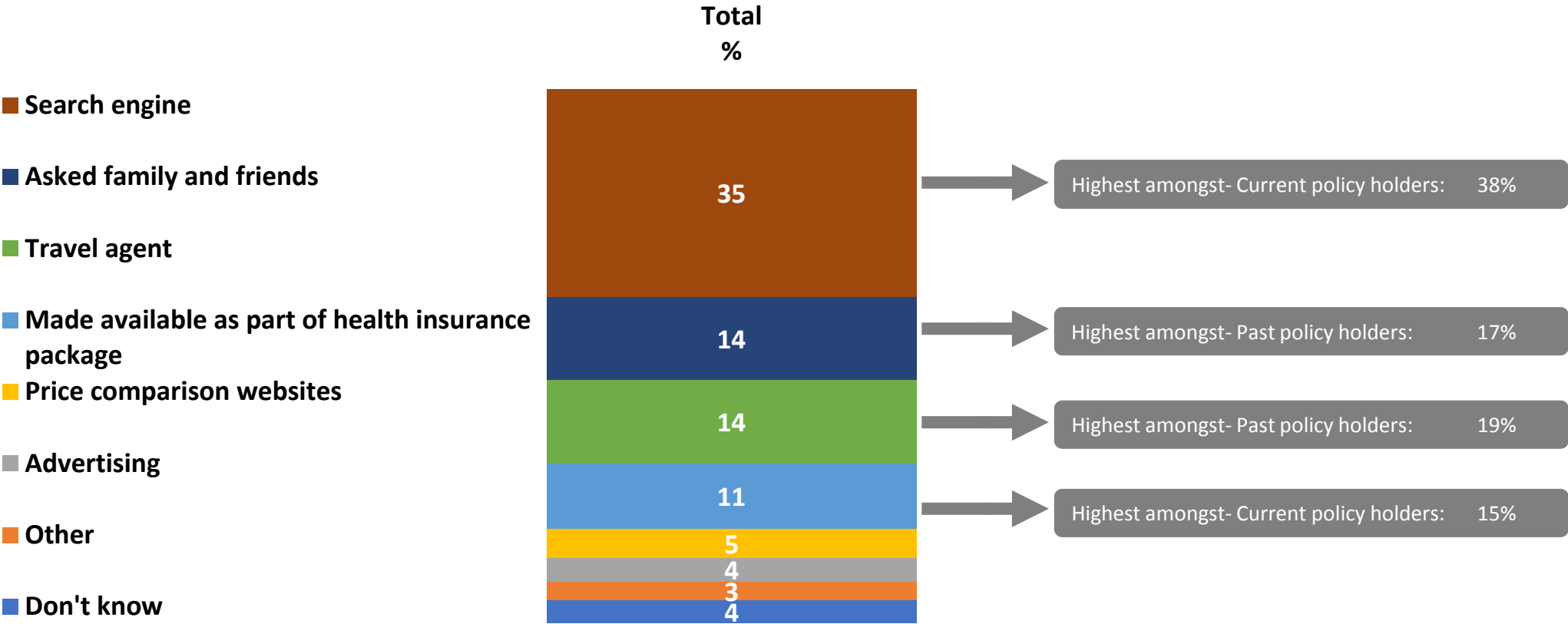
Reasons For Taking Out Travel Insurance



Q.5a What was the MOST important reason for you deciding to take out travel insurance?
Q.5b And for what other reasons did you decide to take it out?
Base: All current and past policy holders: 661

OVER A THIRD OF RESPONDENTS FOUND OUT INFORMATION ABOUT TRAVEL INSURANCE THROUGH A SEARCH ENGINE (35%) FOLLOWED BY FAMILY & FRIENDS AND TRAVEL AGENT (14%).

Information Source For Travel Insurance Options

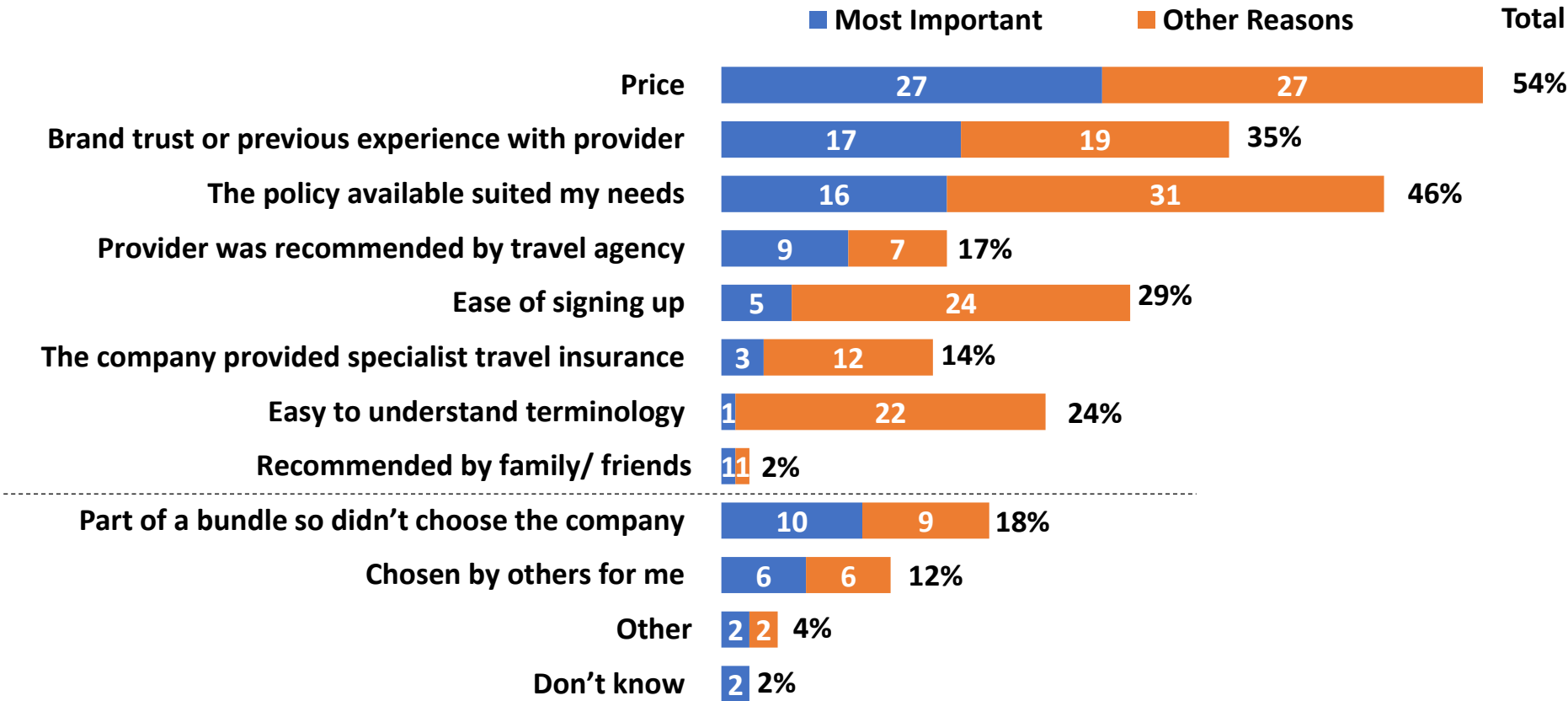


(others 2% or less not shown)

Q.6 Where did you find out information about the travel insurance options available? Please choose the main way you found out.
Base: All current and past policy holders: 661

UNSURPRISINGLY, PRICE WAS THE MOST IMPORTANT FACTOR OVERALL WHEN CHOOSING A PROVIDER, FOLLOWED BY ‘A POLICY THAT SUITED MY NEEDS’ (46%) AND BRAND TRUST (25%).

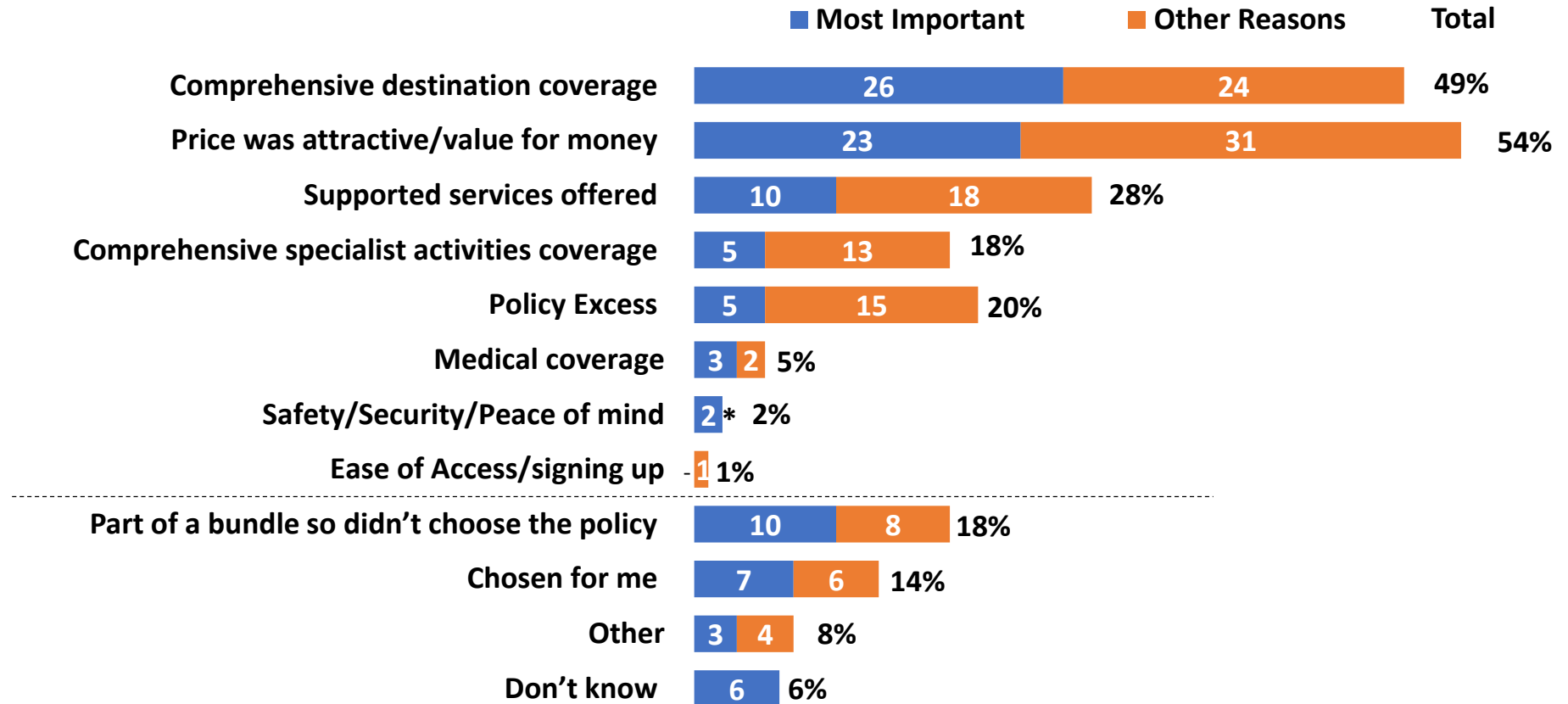
Reasons For Choosing Provider



Q.7a In selecting your most recent travel insurance provider, what was the MOST important reason for choosing that particular provider?
Q.7b And for what other reasons did you choose that particular provider?
Base: All current and past policy holders: 661

THE TOP REASONS FOR IMPORTANT FEATURES OF A TRAVEL INSURANCE POLICY SCORED HIGHEST WITH COMPREHENSIVE DESTINATION COVERAGE AND PRICE WAS ATTRACTIVE.

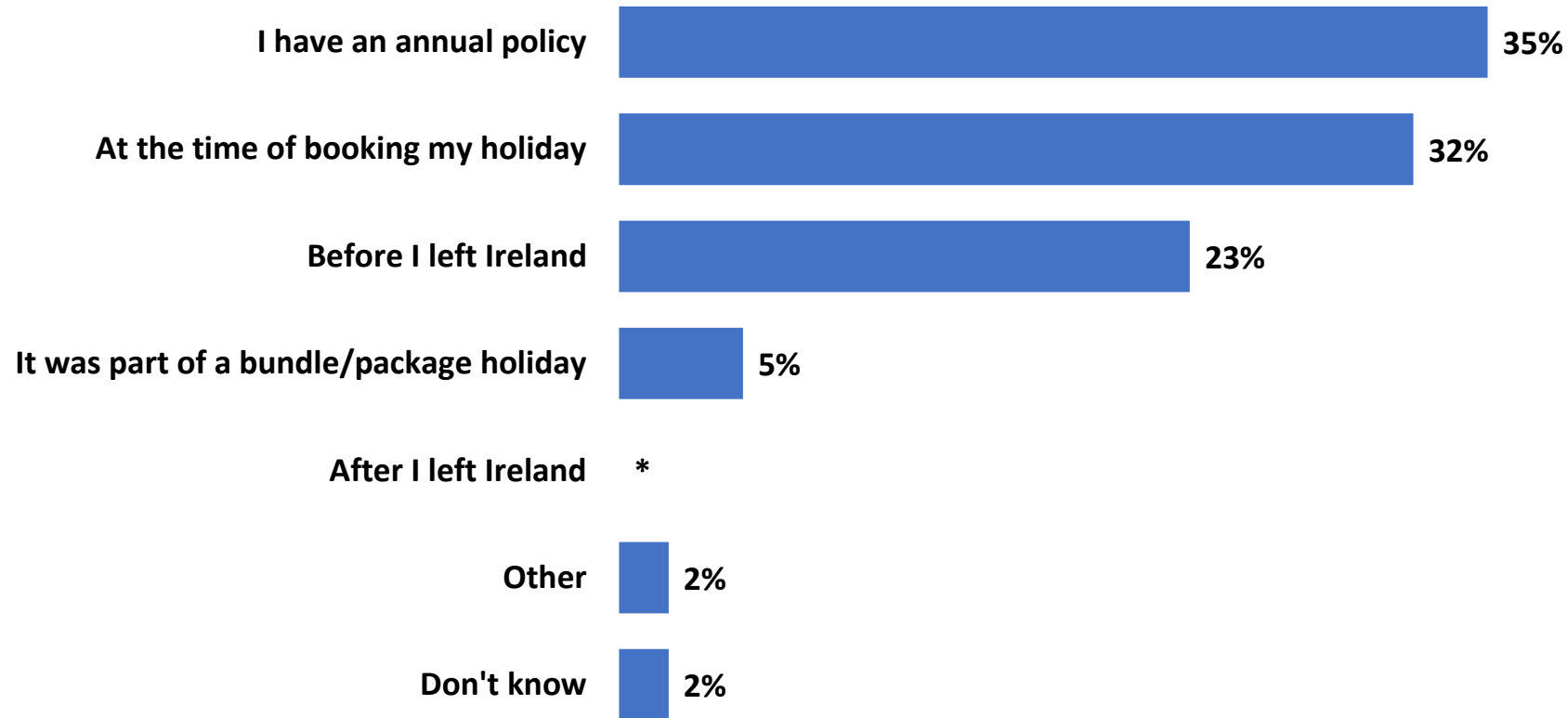
Important Features Of a Travel Insurance Policy



Q.8a Focusing on the features of the travel insurance policy itself, what is the MOST important feature for you?
 Q.8b And what other features are important to you?
 Base: All current and past policy holders: 661

JUST OVER A THIRD OF CURRENT/PAST POLICY HOLDERS STATED THEY HAVE AN ANNUAL POLICY, WHILE 32% STATED THEY PURCHASED WHEN BOOKING THEIR HOLIDAY

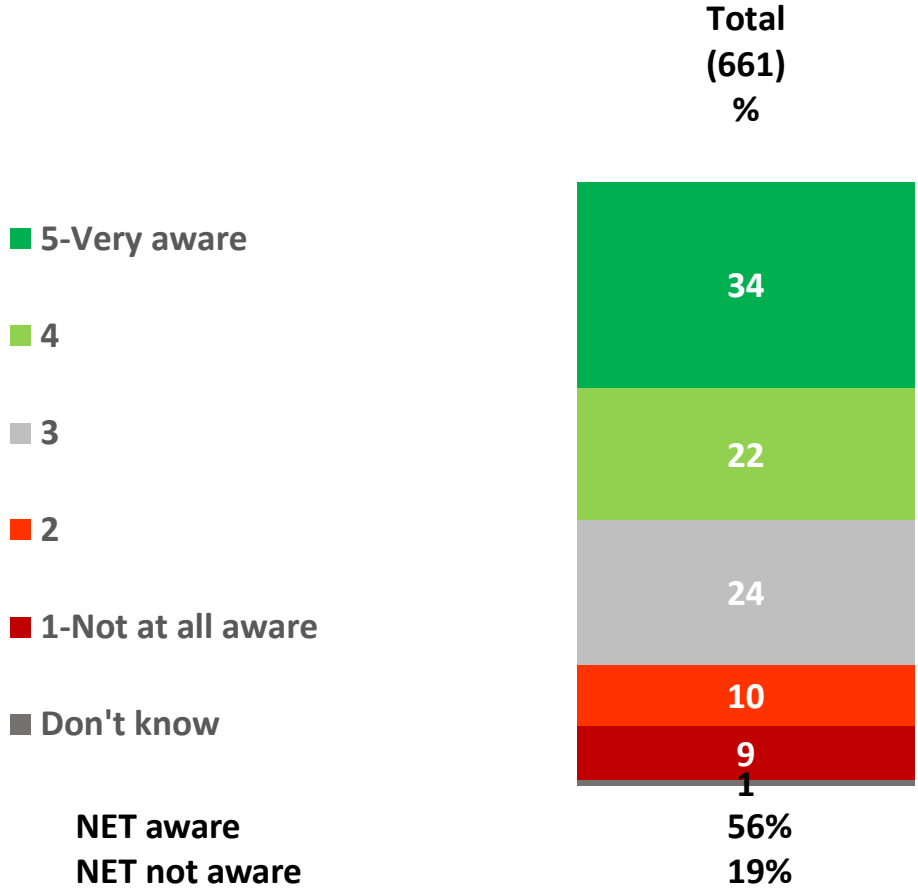
When Travel Insurance Was Purchased



Q.9 When did you purchase your travel insurance?
Base: All current and past policy holders: 661

A THIRD OF CURRENT/PAST POLICY HOLDERS STATED THEY ARE VERY AWARE OF THE BENEFITS OF TRAVEL INSURANCE, THIS WAS HIGHEST AMONG THOSE AGED 55+ AND THE C2DEF SOCIO ECONOMIC GROUPS.

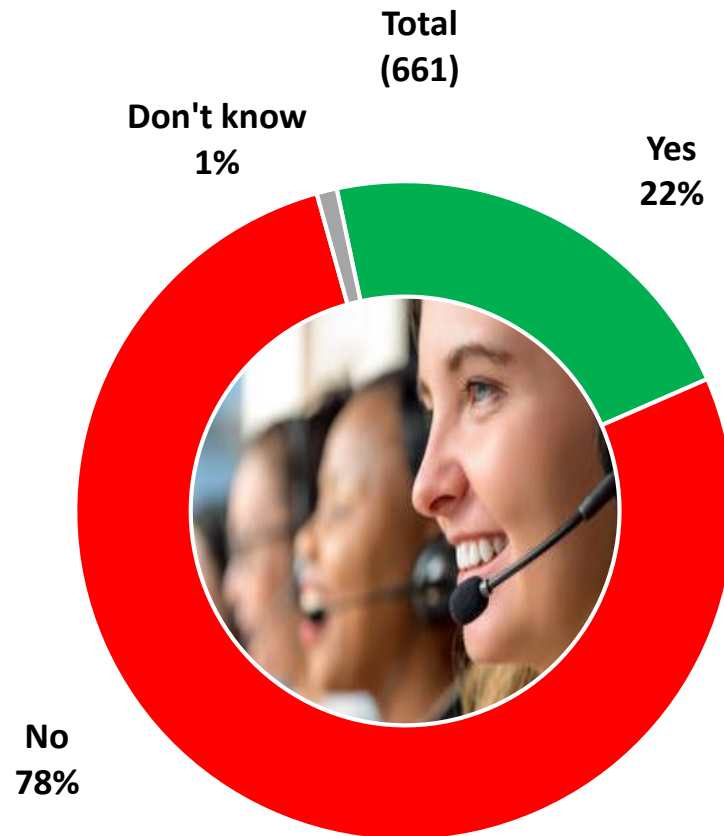
Awareness of Key Benefits of Travel Insurance Policy



Q.10 Before you travelled, how would you rate your awareness of the key benefits of your travel insurance policy?
Please give your answer on a scale of 1 to 5, where 1 is not at all aware and 5 is very aware.
Base: All current and past policy holders: 661

ONLY 22% HAVE EVER CONTACTED THEIR TRAVEL INSURANCE PROVIDER. THIS IS HIGHEST AMONGST RESPONDENTS LIVING IN DUBLIN (29%).

Incidence of contacting Travel Insurance Provider



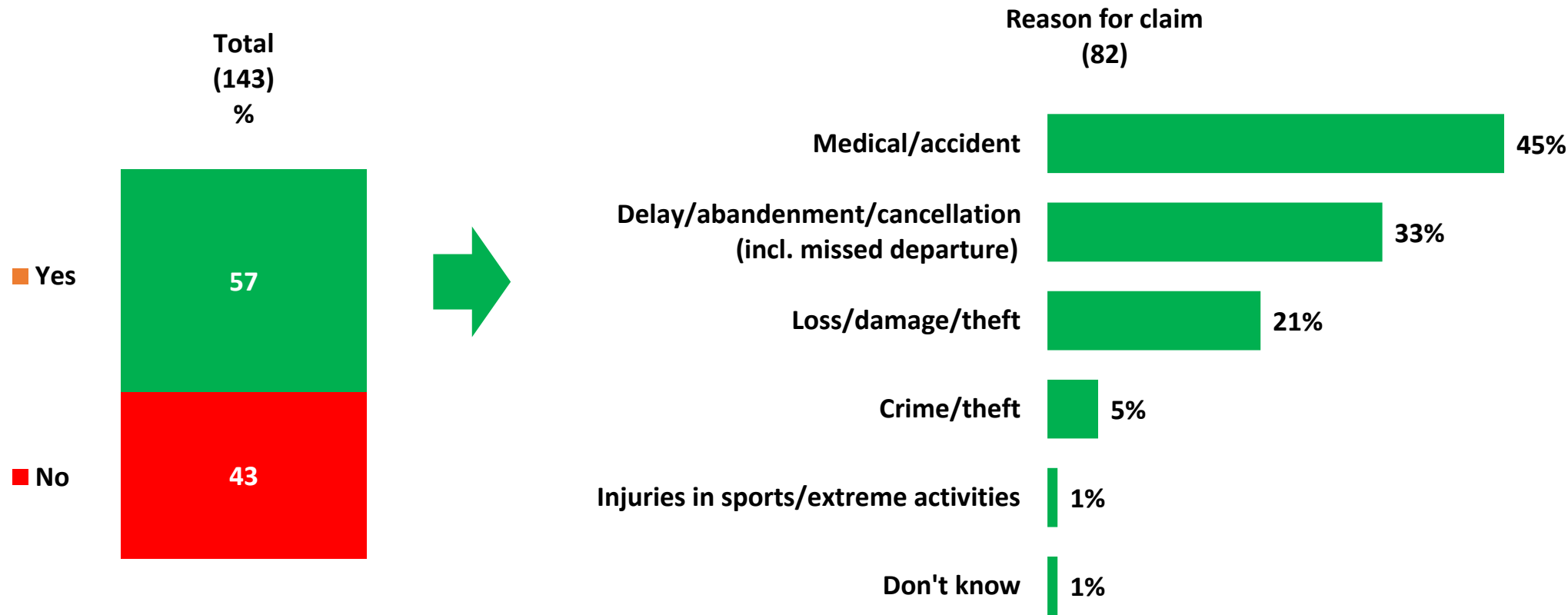
Highest Amongst:

Those living in Dublin	29%
ABC1	26%
Those aged 65+	25%
Female	24%

Q.11 Have you ever contacted your travel insurance provider?
Base: All current and past policy holders: 661

57% OF RESPONDENTS SAID THEY HAVE MADE A CLAIM ON TRAVEL INSURANCE. MEDICAL REASONS/ ACCIDENTS WERE THE TOP MENTION AT 45%.

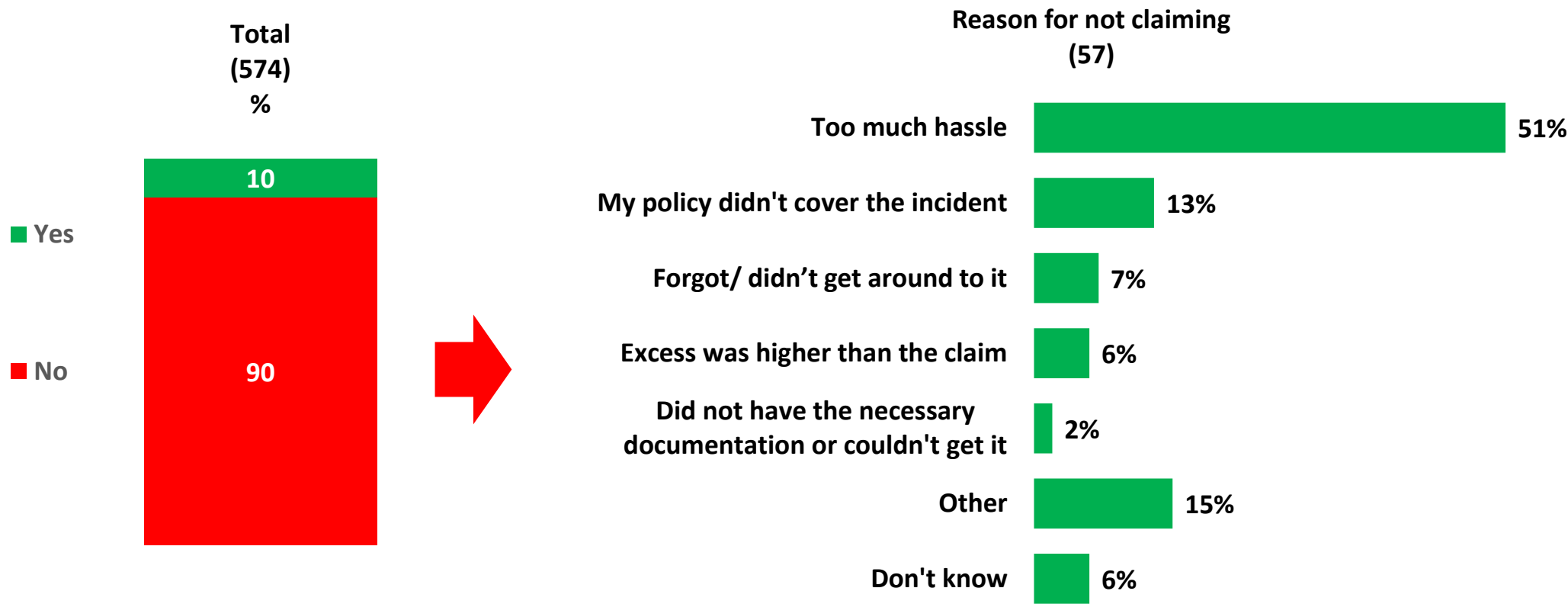
Claim on Travel Insurance



Q.12 Have you ever made a claim on your travel insurance whether it was successful or not?
Q.15 What was the most recent claim in relation to?
Base: All current and past policy holders who have contacted their provider: 143/ All who have made a claim whether it was successful or not: 82

ONE IN TEN FELT THEY COULD MAKE A CLAIM BUT DID NOT DO SO, WITH THE MAIN REASON CITED BEING ‘TOO MUCH HASSLE’.

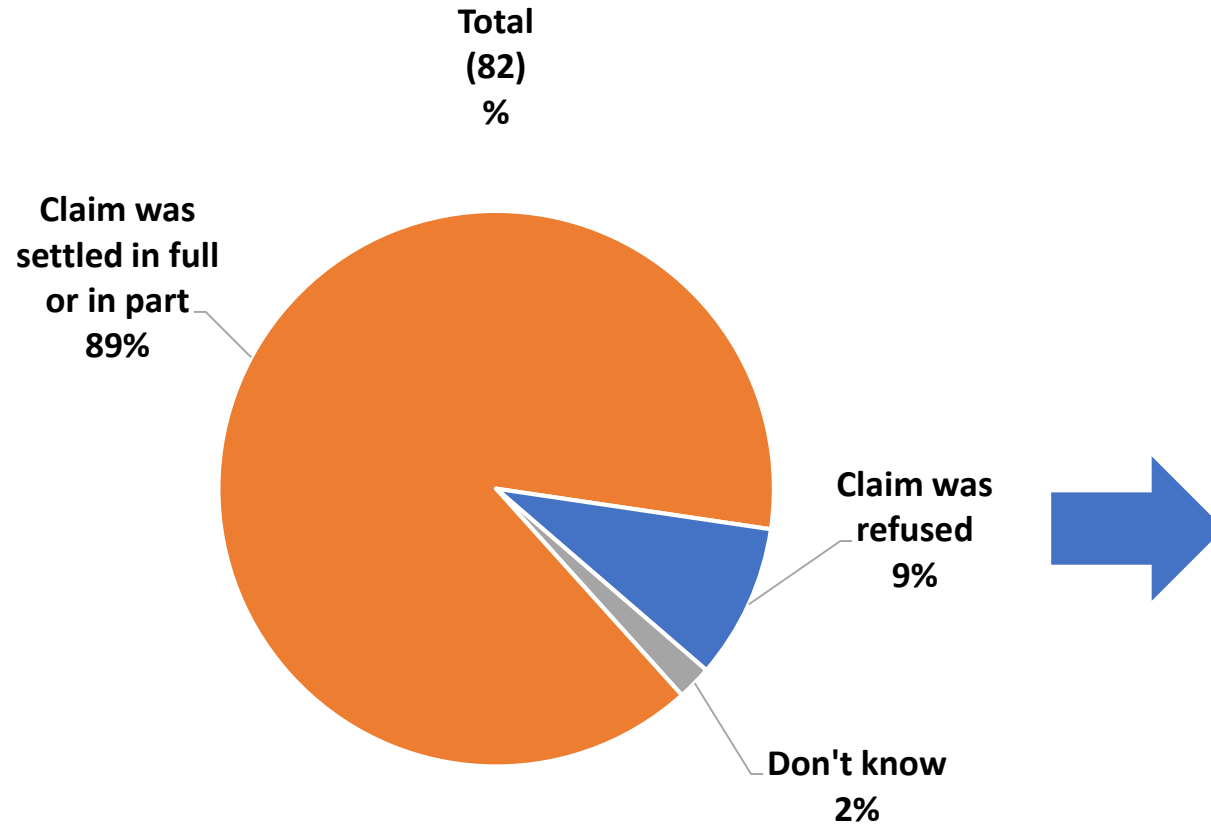
No Claim on Travel Insurance



Q.13 Have you ever been in a situation where you felt you could make a claim on your travel insurance but did not do so?
Q.14 For what reason did you not make a claim on your travel insurance?
Base: All current/ past policy owners who have not made a claim: 574/ All who have been in a situation where they felt they could make a claim but did not do so: 57

9% OF RESPONDENTS HAD THEIR CLAIM REFUSED. THE TOP REASONS FOR THEIR REFUSAL WERE 'NOT COVERED BY POLICY PROVIDER' AND 'THEY DID NOT SUBMIT CLAIM ON TIME'.

Outcome of Claim

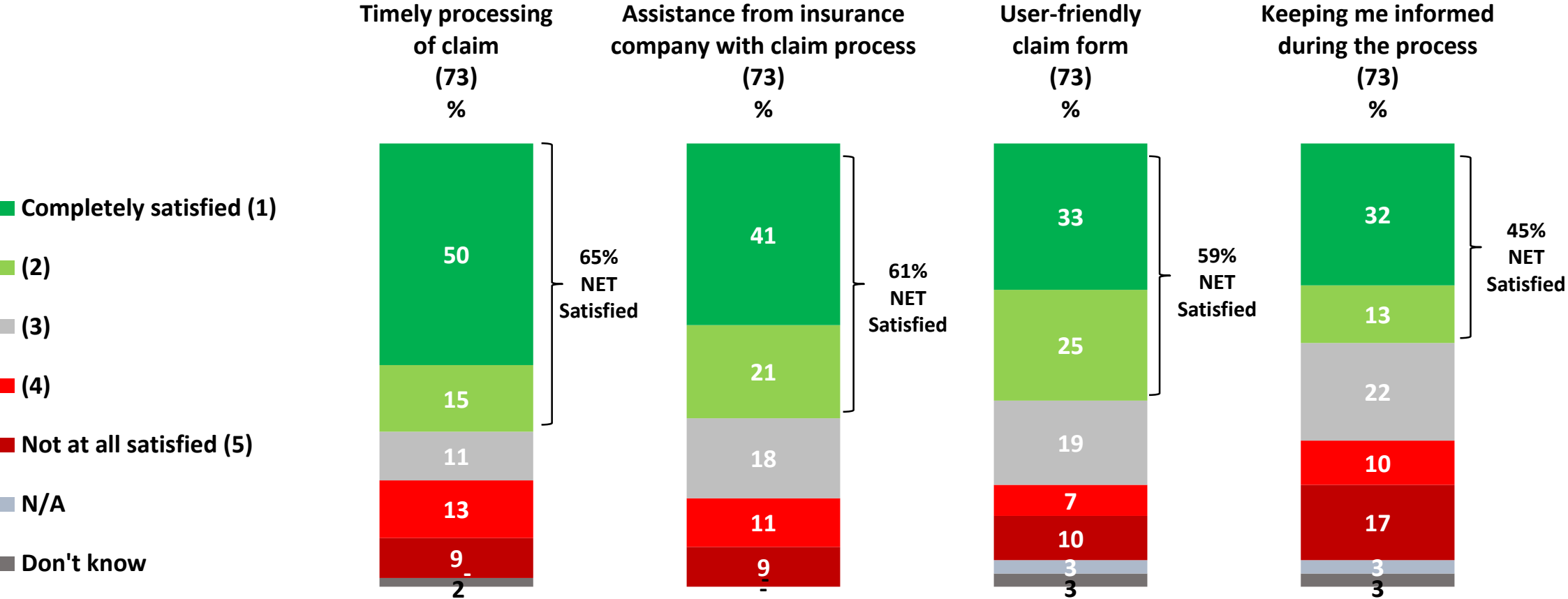


Q.16 What was the outcome of the claim?
Q.17 For what reasons was your claim refused?
Base: All who have made a claim: 82/ All who had a claim refused: 8*

*Caution: Extremely Small Base Size

ALMOST TWO THIRDS (65%) OF RESPONDENTS ARE SATISFIED WITH THE TIMELY PROCESSING OF THEIR CLAIM IN RELATION TO THE CLAIM BEING SETTLED. JUST UNDER HALF (45%) ARE SATISFIED WITH THEIR PROVIDER KEEPING THEM INFORMED DURING THE PROCESS.

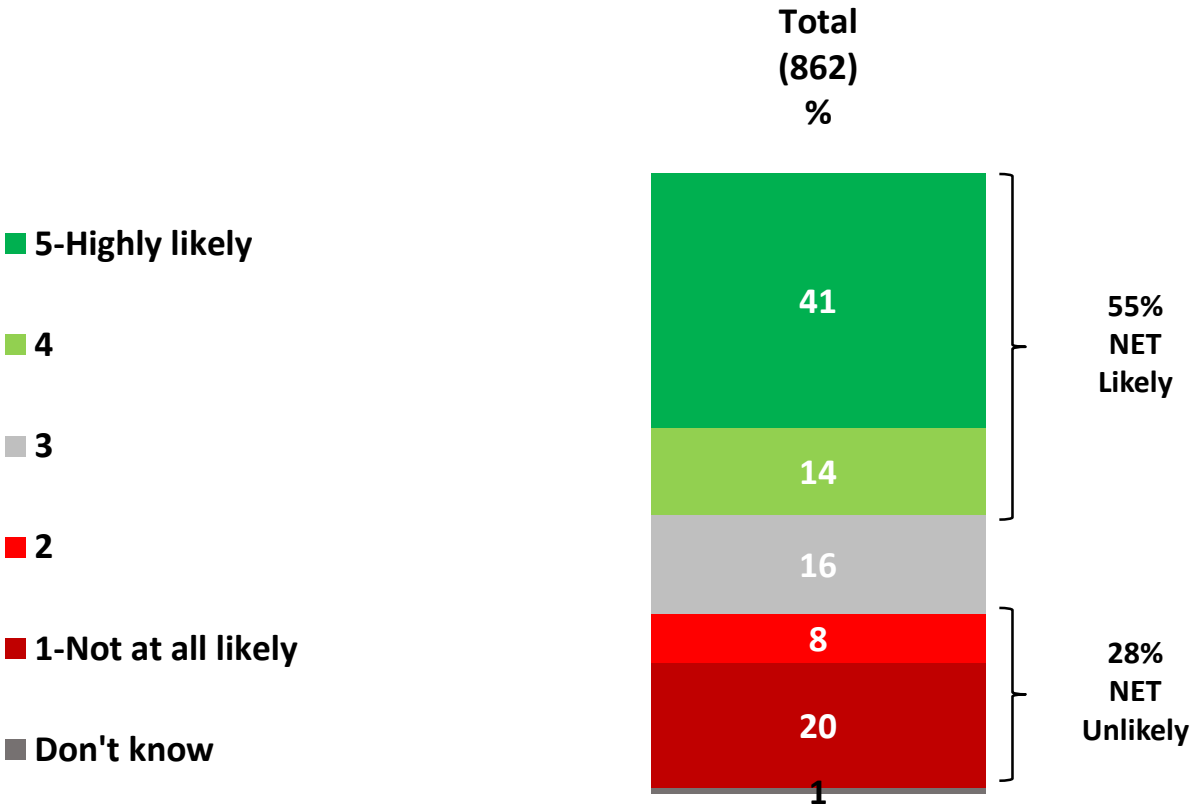
Travel Insurance Policy Claims Process



Q.18 In relation to your claim being settled, can you please rank the following factors in terms of satisfaction on a scale of 1 to 5, where 1 is completely satisfied and 5 is not at all satisfied.
Base: All who had a claim settled in full or in part: 73

55% OF RESPONDENTS ARE LIKELY TO COMPARE POLICIES FROM DIFFERENT PROVIDERS WHEN CHOOSING A FUTURE INSURANCE POLICY IN THE FUTURE.

Likelihood of Comparing Policies From Different Providers in the Future

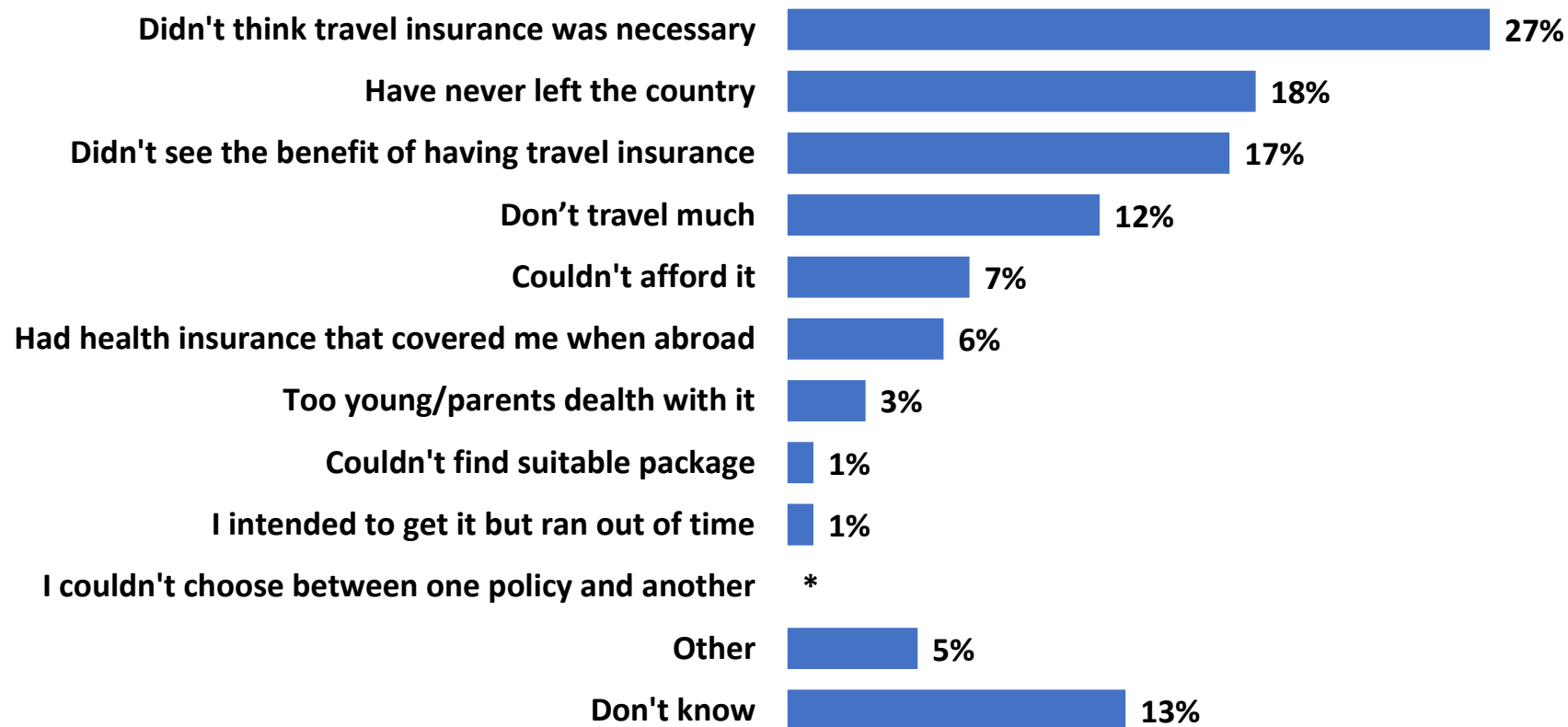


Q.19 When choosing a future travel insurance product, how likely are you to compare policies from different providers?
Please give your answer on a scale of 1 to 5, where 1 is not at all likely and 5 is highly likely.

Base: All likely to consider purchasing travel insurance in the future or who currently have/had travel insurance policy: 862

THOSE WHO HAVE NEVER HAD TRAVEL INSURANCE LISTED A VARIETY OF REASONS, WHICH INCLUDED NOT FEELING IT WAS NECESSARY, OR NEVER LEAVING THE COUNTRY.

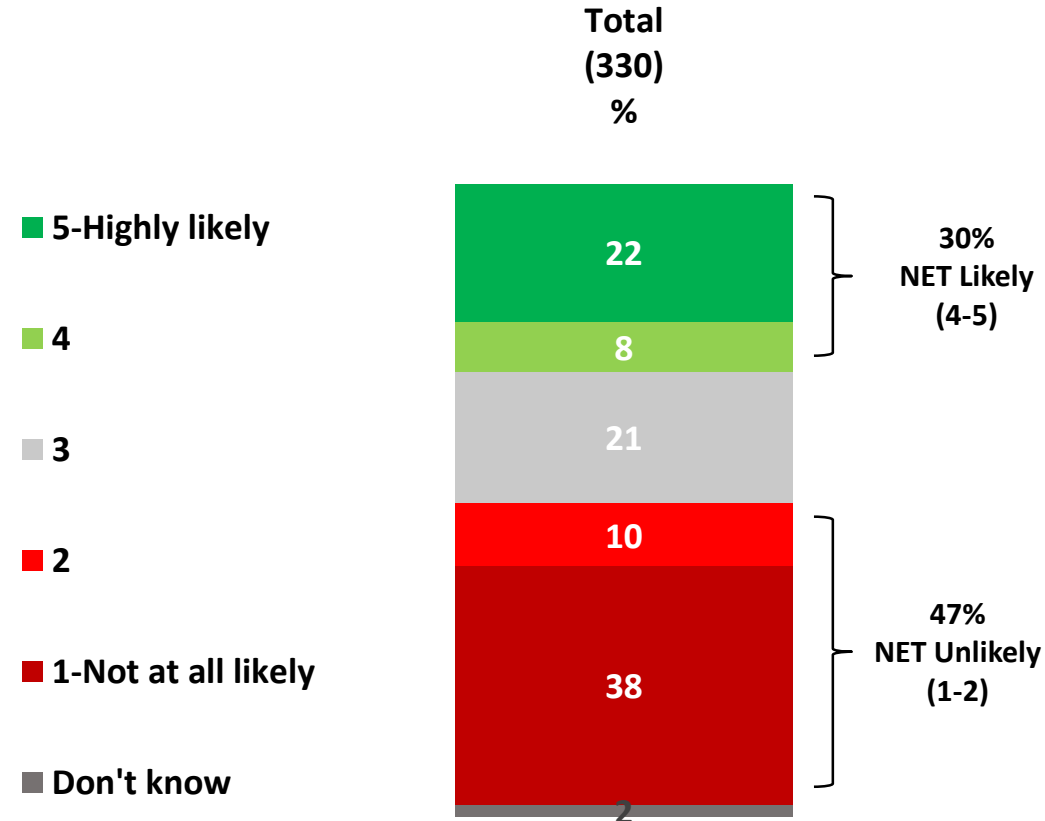
Reasons For Never Purchasing Travel Insurance



Q.2 For what reasons have you never purchased travel insurance?
Base: All who never had a travel insurance policy: 330

JUST UNDER A THIRD (30%) OF THOSE WHO DON'T HAVE A TRAVEL INSURANCE POLICY ARE LIKELY TO CONSIDER PURCHASING TRAVEL INSURANCE IN THE FUTURE.

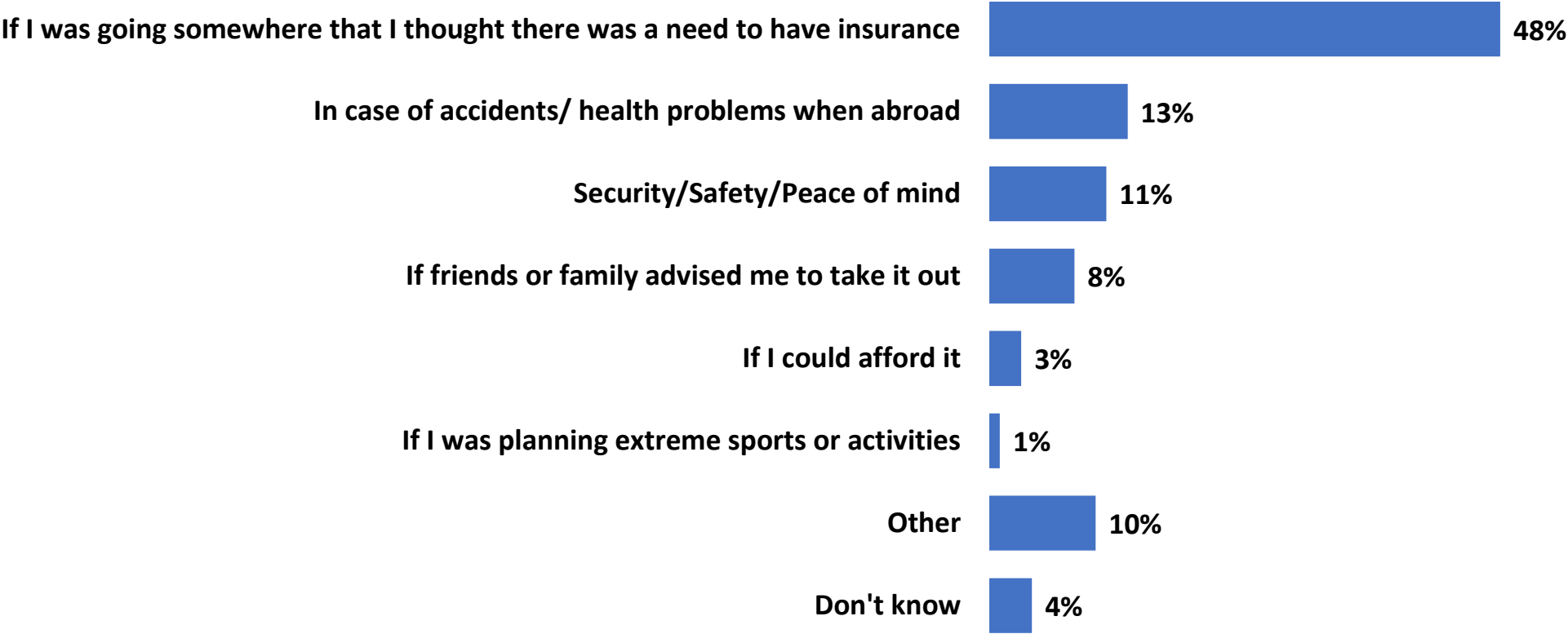
Future Consideration of Travel Insurance



Q.3 How likely would you be to consider purchasing travel insurance in the future?
Please give your answer on a scale of 1 to 5, where 1 is not at all likely and 5 is highly likely.
Base: All who have never had travel insurance: 330

AMONG THOSE WHO HAVE NEVER PURCHASED TRAVEL INSURANCE IN THE PAST, THE MAIN DRIVER TO BUY TRAVEL INSURANCE IN THE FUTURE WAS ‘GOING SOMEWHERE THAT I THOUGHT THERE WAS A NEED TO HAVE TRAVEL INSURANCE’ (48%).

Reasons For Buying Travel Insurance In The Future



Q.4 For what reason would you be most likely to buy travel insurance?
Base: All who never had a policy & who might consider in the future (codes 2-5 at Q3): 201

Contacts

Kieran O’Leary

Director

✉ kieran.oleary@ipsos.com

📞 +353 1 6326012

Karen Martin

Research Consultant

✉ karen.martin@ipsos.com

📞 +353 1 4389003