Survey of Australians’ Travel Insurance Behaviour - 2017

Understand Insurance  Smartraveller

Prepared by Quantum Market Research
Additional demographic reporting – June 2017
Job number: 17021
## Key headlines

1. Overall, half (48%) of recent cruise goers who took out insurance were exposed to the risk of being unknowingly uninsured. This was a combination of those (38%) who took out a general travel insurance policy that may not have adequately covered them for a cruise, and/or those (30%) who were not certain that their travel insurance covered them for all countries their cruise liner visited.

2. In addition to the above, 6% of cruise goers went on a cruise without purchasing insurance at all, giving a total of more than half (51%) of cruise goers who may have travelled without adequate insurance.

3. More than a third (34%) of cruise goers believe travel insurance is less important for cruises than other overseas holidays because cruise ships have doctors on board to treat passengers if they get sick.

4. There's widespread misunderstanding over what cruise insurance covers, and cruise goers commonly believe that travel insurance is less important for a cruise than for other types of travel for a range of reasons.
Cruise goers’ potential
uninsurance
No significant differences in the proportion who are uninsured on their last cruise by gender, age or location

Cruise goers **uninsured** on last cruise:
*Base: Cruise goers (n=368)*

Q.6. On the last occasion that you went on an international cruise (outside Australia), were you covered by travel insurance?

*Low base size, indicative only*
Two in five (38%) cruise goers may not be adequately insured for a cruise

Did insurance specifically include cruise cover:

*Base: All cruisers with insurance (n=344)*

- Yes: 62%
- No: 19%
- Don’t know: 19%

Up to two in five (38%) cruise goers exposed themselves to risk by taking out a general travel insurance policy that may not have adequately covered them for a cruise; and of these, one in five were certain that their insurance did not cover cruises.

Q.30. On the last occasion that you went on an international cruise, were you covered by insurance that specifically included cruise cover?
Two in five (38%) cruise goers may not be adequately insured for a cruise

Did insurance specifically include cruise cover – No or Don’t know:
Base: All cruisers with insurance (n=344)

Q.30. On the last occasion that you went on an international cruise, were you covered by insurance that specifically included cruise cover?

Significantly higher than other states, i.e. those in Victoria were significantly more likely than those in other states to expose themselves to risk by taking out a general travel insurance policy that may not have adequately covered them for a cruise.

*Low base size, indicative only
Almost a third (30%) are not certain that their insurance covers all countries visited

Did travel insurance cover all countries visited:

Base: All cruisers with insurance (n=344)

Almost a third (30%) were not certain that their travel insurance covered them for all countries their cruise liner visited.

Q.30. On the last occasion that you went on an international cruise, were you covered by insurance that specifically included cruise cover?
Q.31. Did your travel insurance cover you for all the countries your cruise liner visited?
Almost a third (30%) are not certain that their insurance covers all countries visited

Did travel insurance cover all countries visited – **No or Not certain:**

*Base: All cruisers with insurance (n=344)*

Q.31. Did your travel insurance cover you for all the countries your cruise liner visited?

Significantly higher among 18-24s and 25-29s, i.e. those age groups were significantly more likely than those over 30 to be uncertain that their insurance covered them for all countries their cruise liner visited.
Overall, half (48%) of insured cruise goers are exposed to the risk of being unknowingly uninsured.

Did insurance specifically include cruise cover:
Base: All cruisers with insurance (n=344)

- **Yes**: 62%
- **No**: 19%
- **Don't know**: 19%

Up to two in five (38%) cruise goers exposed themselves to risk by taking out a general travel insurance policy that may not have adequately covered them for a cruise; and of these, one in five were certain that their insurance did not cover cruises.

Did travel insurance cover all countries visited:
Base: All cruisers with insurance (n=344)

- **Yes, definitely**: 70
- **Yes, I think so but not certain**: 25
- **No, don't think so**: 4

Almost a third (30%) were not certain that their travel insurance covered them for all countries their cruise liner visited.

Q.30. On the last occasion that you went on an international cruise, were you covered by insurance that specifically included cruise cover?
Q.31. Did your travel insurance cover you for all the countries your cruise liner visited?
Overall, half (48%) of insured cruise goers are exposed to the risk of being unknowingly uninsured.

**Insured cruise goers who may be unknowingly uninsured:**
*Base: All cruisers with insurance (n=344)*

<table>
<thead>
<tr>
<th>Gender</th>
<th><strong>Male</strong> (n=170)</th>
<th><strong>Female</strong> (n=174)</th>
<th><strong>TOTAL (n=344)</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>48%</td>
<td>49%</td>
<td>47%</td>
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</table>

<table>
<thead>
<tr>
<th>Age</th>
<th>18-24 (n=55)</th>
<th>25-29 (n=37)</th>
<th>30-39 (n=49)</th>
<th>40-49 (n=63)</th>
<th>50-64 (n=79)</th>
<th>65+ (n=61)</th>
<th><strong>TOTAL (n=344)</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>58%</td>
<td>51%</td>
<td>37%</td>
<td>38%</td>
<td>41%</td>
<td>46%</td>
<td>51%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Location</th>
<th>NSW (n=122)</th>
<th>VIC (n=91)</th>
<th>QLD (n=65)</th>
<th>WA (n=27*)</th>
<th>SA (n=22*)</th>
<th>Other states (n=17*)</th>
<th><strong>NET Metro (n=217)</strong></th>
<th><strong>NET Regional (n=127)</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>55%</td>
<td>48%</td>
<td>45%</td>
<td>50%</td>
<td>66%</td>
<td>47%</td>
<td>50%</td>
<td>66%</td>
</tr>
</tbody>
</table>

Significantly higher among 25-29s, i.e. that age group is significantly more likely than other age groups to be unknowingly uninsured on their last cruise.

Q.30. On the last occasion that you went on an international cruise, were you covered by insurance that specifically included cruise cover?

Q.31. Did your travel insurance cover you for all the countries your cruise liner visited?

*Low base size, indicative only*
Overall, half (51%) of all cruise goers may have travelled without adequate insurance.

Uninsured on last cruise:  
Base: ALL Cruise goers (n=368)  
- 6%

Did insurance specifically include cruise cover – No or Don’t know:  
Base: All cruisers with insurance (n=344)  
- 38%

Did travel insurance cover all countries visited – No or Not certain:  
Base: All cruisers with insurance (n=344)  
- 30%

Of ALL cruise goers may have travelled without adequate insurance.

Including those (6%) who went on a cruise without purchasing insurance, a total of 51% of ALL cruise goers may have travelled without adequate insurance.

Q.6. On the last occasion that you went on an international cruise (outside Australia), were you covered by travel insurance?  
Q.30. On the last occasion that you went on an international cruise, were you covered by insurance that specifically included cruise cover?  
Q.31. Did your travel insurance cover you for all the countries your cruise liner visited?
Overall, half (51%) of all cruise goers may have travelled without adequate insurance

Cruise goers who may have travelled without adequate insurance:
Base: ALL Cruise goers (n=368)

<table>
<thead>
<tr>
<th>GENDER</th>
<th>TOTAL (n=368)</th>
<th>Male (n=185)</th>
<th>Female (n=183)</th>
<th>18-24 (n=59)</th>
<th>25-29 (n=41)</th>
<th>30-39 (n=56)</th>
<th>40-49 (n=66)</th>
<th>50-64 (n=83)</th>
<th>65+ (n=63)</th>
<th>NSW (n=131)</th>
<th>VIC (n=97)</th>
<th>QLD (n=71)</th>
<th>WA (n=29*)</th>
<th>SA (n=23*)</th>
<th>Other states (n=17*)</th>
<th>NET Metro (n=234)</th>
<th>NET Regional (n=134)</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL</td>
<td>51%</td>
<td>53%</td>
<td>50%</td>
<td>61%</td>
<td>71%</td>
<td>44%</td>
<td>43%</td>
<td>48%</td>
<td>41%</td>
<td>45%</td>
<td>57%</td>
<td>52%</td>
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<td>51%</td>
<td>53%</td>
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</table>

Significantly higher among 25-29s, i.e. that age group is significantly more likely than other age groups to have potentially travelled without adequate insurance.

Q.30. On the last occasion that you went on an international cruise, were you covered by insurance that specifically included cruise cover?

Q.31. Did your travel insurance cover you for all the countries your cruise liner visited?

*Low base size, indicative only
Cruise goers’ attitudes towards cruise insurance
Cruise goers commonly believe that travel insurance is less important for a cruise than for other types of travel.

<table>
<thead>
<tr>
<th>Attitudes towards cruise insurance (% agree):</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Travel insurance is less important for cruises because they are less prone to delays or cancellation than flights</td>
<td>35</td>
</tr>
<tr>
<td>Travel insurance is less important for cruises because luggage and belongings are less likely to go missing on a cruise than on a flight</td>
<td>34</td>
</tr>
<tr>
<td>Travel insurance is less important for cruises than other overseas holidays because cruise ships have doctors on board to treat passengers if they get sick</td>
<td>34</td>
</tr>
<tr>
<td>Travel insurance is less important for cruises because personal safety and security is less of a concern than on other overseas holidays</td>
<td>32</td>
</tr>
<tr>
<td>It's okay to take a cruise without travel insurance, so long as you stay on the boat the whole time</td>
<td>24</td>
</tr>
</tbody>
</table>

Q.33. The following statements cover a range of different attitudes toward travel insurance for international cruises. Please indicate to what extent you agree with each of them.
A third (34%) of cruise goers believe insurance is less important for cruises because cruise ships have doctors on board.

Attitudes towards cruise insurance:
Base: Cruise goers (n=368)

34% agree that… Travel insurance is less important for cruises than other overseas holidays because cruise ships have doctors on board to treat passengers if they get sick.

Significantly higher among Males, Under 30s, and those in Vic, i.e. those group are significantly more likely than the average to agree that cruise insurance is less important because cruise ships have doctors on board in case travellers get sick.

Q.33. The following statements cover a range of different attitudes toward travel insurance for international cruises. Please indicate to what extent you agree with each of them?

*Low base size, indicative only*
Cruise goers’ understanding of cruise insurance
There is widespread misunderstanding over what cruise insurance covers

Understanding of cruise insurance:
*Base: Cruise goers (n=368)*

- To ensure coverage, it is necessary to disclose pre-existing medical conditions to your cruise insurer: 50% are certain this is true, 38% think this is probably true, 10% think this is probably false, 2% are certain this is false.

- Most travel insurance policies cover cruises as standard: 12% think this is probably true, 49% think this is probably false, 31% are certain this is false, 8% are not certain. **92% are not certain**

- You can claim on cruise insurance if your cruise holiday has more than a certain number of days of bad weather: 10% are certain this is true, 30% think this is probably true, 39% think this is probably false, 21% are certain this is false. **79% are not certain**

- Cruise insurance only covers you for the on-board portion of your trip; you need separate insurance for any trips you take off the cruise liner: 12% are certain this is true, 33% think this is probably true, 33% think this is probably false, 22% are certain this is false. **78% are not certain**

- So long as you are on-board, you are covered for hospital or medical expenses by Medicare or your usual private health care provider: 11% are certain this is true, 22% think this is probably true, 32% think this is probably false, 34% are certain this is false. **66% are not certain**

- If you require medical evacuation from a cruise, the costs will be covered by the Australian government: 10% are certain this is true, 20% think this is probably true, 33% think this is probably false, 36% are certain this is false. **64% are not certain**

- Any healthcare costs you incur on-board a ship are included in the cost of your cruise: 11% are certain this is true, 21% think this is probably true, 20% think this is probably false, 48% are certain this is false. **52% are not certain**

Q.34. We would like to learn more about your understanding of international cruise insurance. Please tell us whether you think the following statements are true or false?
There is widespread misunderstanding over what cruise insurance covers

Understanding of cruise insurance: Base: Cruise goers (n=368)

Q.34. We would like to learn more about your understanding of international cruise insurance. Please tell us whether you think the following statements are true or false?

*Low base size, indicative only
There is widespread misunderstanding over what cruise insurance covers

Understanding of cruise insurance:
*Base: Cruise goers (n=368)*

<table>
<thead>
<tr>
<th>Statement</th>
<th>Certain this is true</th>
<th>Think this is probably true</th>
<th>Think this is probably false</th>
<th>Certain this is false</th>
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<tbody>
<tr>
<td>To ensure coverage, it is necessary to disclose pre-existing medical</td>
<td>50</td>
<td>38</td>
<td>10</td>
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<tr>
<td>conditions to your cruise insurer</td>
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<tr>
<td>Most travel insurance policies cover cruises as standard</td>
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<td>49</td>
<td>31</td>
<td>8</td>
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<tr>
<td>You can claim on cruise insurance if your cruise holiday has more than a</td>
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<td>30</td>
<td>39</td>
<td>21</td>
</tr>
<tr>
<td>certain number of days of bad weather</td>
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</tr>
<tr>
<td>Cruise insurance only covers you for the on-board portion of your trip;</td>
<td>12</td>
<td>33</td>
<td>33</td>
<td>22</td>
</tr>
<tr>
<td>you need separate insurance for any trips you take off the cruise liner</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>So long as you are on-board, you are covered for hospital or medical</td>
<td>11</td>
<td>22</td>
<td>32</td>
<td>34</td>
</tr>
<tr>
<td>expenses by Medicare or your usual private health care provider</td>
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<tr>
<td>If you require medical evacuation from a cruise, the costs will be</td>
<td>10</td>
<td>20</td>
<td>33</td>
<td>36</td>
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<tr>
<td>covered by the Australian government</td>
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</tr>
<tr>
<td>Any healthcare costs you incur on-board a ship are included in the cost</td>
<td>11</td>
<td>21</td>
<td>20</td>
<td>48</td>
</tr>
<tr>
<td>of your cruise</td>
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Q.34. We would like to learn more about your understanding of international cruise insurance. Please tell us whether you think the following statements are true or false?
There is widespread misunderstanding over what cruise insurance covers

Understanding of cruise insurance:
Base: Cruise goers (n=368)

% incorrectly thought that... So long as you are on-board, you are covered for hospital or medical expenses by Medicare or your usual private health care provider

Significantly higher among 18-24s, 25-29s and those in Vic, i.e. those groups are significantly more likely than the average to incorrectly think that so long as you are on-board, you are covered for hospital or medical expenses by Medicare or your usual private health care provider.

Q.34. We would like to learn more about your understanding of international cruise insurance. Please tell us whether you think the following statements are true or false?

*Low base size, indicative only