

CAFII-Pollara Quantitative Consumer Research re Confidence and Satisfaction with Travel Medical Insurance Among Canadians

Pollara Strategic Insights has provided the following update on the current research effort underway:

- Field work completed, sample sizes obtained (1,200 Gen Pop, 400 purchasers, 400 claimants)
- Data tables being developed
- Top-line results available the week of March 26th
- Full report available in week of April 9th (the full report is likely to create additional questions/areas for further drill down)

Keith Martin recommends that for the April 17/18 CAFII Board meeting, we plan to have Lesli Martin or Sue Manson share the top-line results with Board members (depending on how much time we have for this agenda item), leveraging the full report as back-pocket information to provide additional commentary as time and interest permit