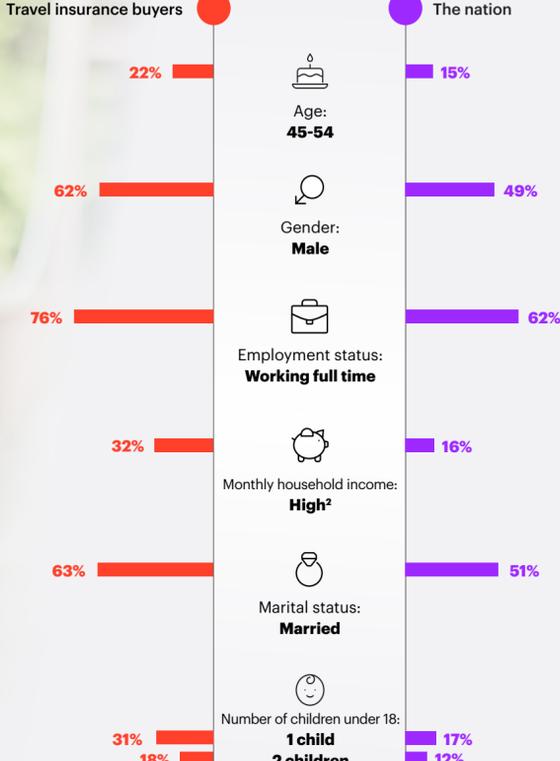


Travel Insurance Buyer in Singapore



11% of Singaporeans are likely to be travel insurance buyers!



*Travel insurance buyers refer to those who say they are likely or very likely to travel and buy insurance, or switch travel insurance policy in the next 12 months.

*High income household is defined as Singaporean respondents' monthly household income that is higher than 200% of median (SGD 10,000 and above per month)

Findings:

Their attitudes towards various topics:

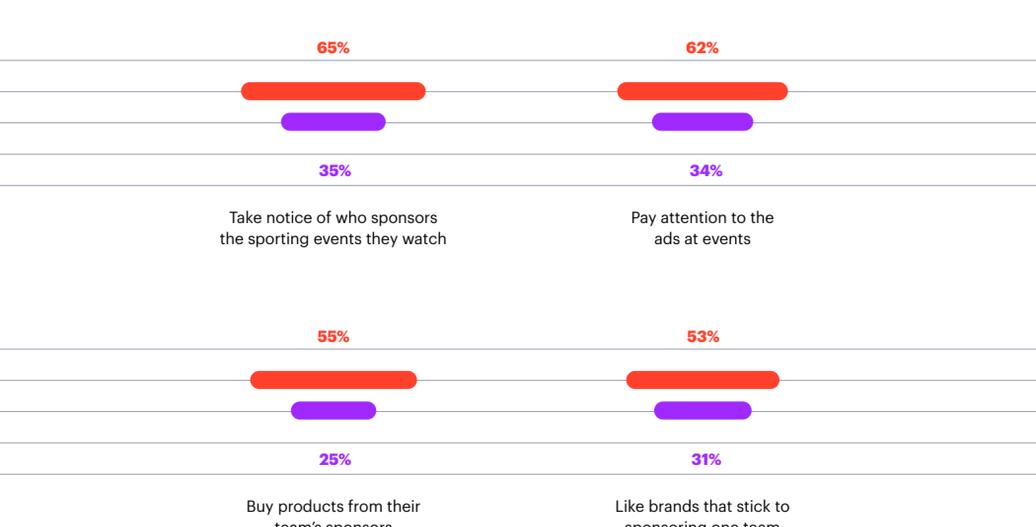
General interests and hobbies:



Insurance attitudes:



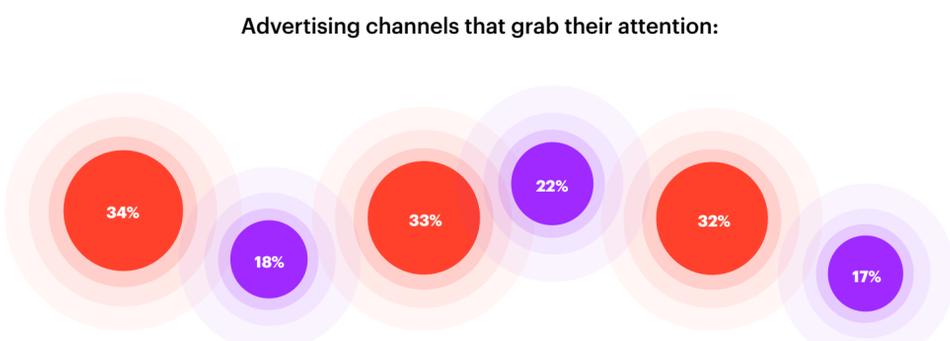
Sports attitudes:



Next destinations they want to travel to for leisure:



Advertising channels that grab their attention:



For more information, visit business.yougov.com

Data as of 20th February 2022. This data has been gathered from Profiles, our audience profiling and segmentation tool.

YouGov is a global provider of analysis and data generated by registered panellists in more than 55 markets. As the market research pioneer of Multilevel Regression with Poststratification (MRP) for accurate predictions at a granular level, our data consistently outperforms others on accuracy, as concluded by Pew Research. Combine that with our advanced analytical technology, powered by YouGov Crunch, and we are able to generate the most accurate, complete, and dynamic portrait of the world.

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