

## Trip Harbour

# Detailed tables

1\_1. (I am planning to take a vacation within the next 12 months) Please indicate which of the following apply to you:

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I  
Overlap formulae used. \* small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1043	523	520	265	401	377	77	353	482	131
Weighted	1043	505	538	291	414	338	85*	398	340	220
Yes	725 69%	336 67%	388 72%	203 70%	290 70%	232 69%	45 53%	262 66%	241 71%	177 80%
No	318 31%	169 33%	150 28%	88 30%	124 30%	106 31%	41 47% GHI	136 34% I	99 29% I	43 20%

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1.2. (I am planning to travel outside of Canada on vacation within the next 12 months) Please indicate which of the following apply to you:

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I  
Overlap formulae used. \* small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1043	523	520	265	401	377	77	353	482	131
Weighted	1043	505	538	291	414	338	85*	398	340	220
Yes	512 49%	237 47%	276 51%	142 49%	198 48%	173 51%	20 23%	180 45%	171 50%	141 64%
No	531 51%	268 53%	263 49%	149 51%	216 52%	165 49%	66 77% GHI	217 55% I	169 50% I	79 36%

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**1\_3. (I would consider taking a cruise for my next vacation) Please indicate which of the following apply to you:**

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I  
Overlap formulae used. \* small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1043	523	520	265	401	377	77	353	482	131
Weighted	1043	505	538	291	414	338	85*	398	340	220
Yes	349 33%	170 34%	179 33%	104 36%	139 34%	106 31%	19 22%	133 33%	114 34%	83 38%
No	694 67%	335 66%	359 67%	187 64%	275 66%	232 69%	67 78% GHI	264 67%	226 66%	137 62%

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**1\_4. (I have taken a cruise vacation in the past) Please indicate which of the following apply to you:**

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I  
Overlap formulae used. \* small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1043	523	520	265	401	377	77	353	482	131
Weighted	1043	505	538	291	414	338	85*	398	340	220
Yes	214 21%	109 22%	105 20%	38 13%	61 15%	115 34% CD	12 14%	75 19%	70 20%	57 26% F
No	829 79%	396 78%	433 80%	253 87% E	353 85% E	223 66%	74 86% I	322 81%	270 80%	163 74%

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2. 1. (Cruise ships are a romantic place to take a vacation) Please indicate the extent to which you agree or disagree with the following statements:

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I  
Overlap formulae used. \* small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1043	523	520	265	401	377	77	353	482	131
Weighted	1043	505	538	291	414	338	85*	398	340	220
Strongly agree	262 25%	108 21%	154 29% A	81 28%	107 26%	74 22%	25 30%	94 24%	88 26%	55 25%
Somewhat agree	585 56%	305 60%	279 52% B	154 53%	234 57%	196 58%	46 54%	244 61% I	187 55%	108 49%
Somewhat disagree	170 16%	84 17%	85 16%	50 17%	62 15%	58 17%	11 13%	55 14%	56 16%	48 22% G
Strongly disagree	27 3%	8 2%	19 4% A	6 2%	11 3%	10 3%	3 4%	5 1%	9 3%	9 4%
Summary										
Top2Box (Agree)	846 81%	413 82%	434 81%	235 81%	341 82%	270 80%	71 83%	338 85% I	275 81%	163 74%
Low2Box (Disagree)	197 19%	92 18%	105 19%	56 19%	73 18%	68 20%	14 17%	60 15%	65 19%	57 26% G

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2.2. (There is a lot to see and do on a cruise ship) Please indicate the extent to which you agree or disagree with the following statements:

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I  
Overlap formulae used. \* small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1043	523	520	265	401	377	77	353	482	131
Weighted	1043	505	538	291	414	338	85*	398	340	220
Strongly agree	299 29%	132 26%	167 31%	82 28%	115 28%	102 30%	30 35%	120 30%	91 27%	59 27%
Somewhat agree	539 52%	254 50%	285 53%	142 49%	210 51%	188 56%	44 51%	209 52%	189 56%	98 44%
Somewhat disagree	187 18%	107 21%	80 15%	63 22%	80 19%	44 13%	12 14%	61 15%	54 16%	60 27%
Strongly disagree	18 2%	11 2%	7 1%	5 2%	9 2%	4 1%	0 -	9 2%	6 2%	3 2%
Summary										
Top2Box (Agree)	838 80%	386 77%	452 84%	223 77%	325 79%	290 86%	74 86%	328 83%	280 82%	156 71%
Low2Box (Disagree)	205 20%	118 23%	86 16%	68 23%	89 21%	48 14%	12 14%	69 17%	60 18%	64 29%
		B		E	E					FGH

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2.3. (I'm worried that I might get sea sick on a cruise ship) Please indicate the extent to which you agree or disagree with the following statements:

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I  
Overlap formulae used. \* small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1043	523	520	265	401	377	77	353	482	131
Weighted	1043	505	538	291	414	338	85*	398	340	220
Strongly agree	140 13%	35 7%	105 20% A	41 14%	60 14%	39 11%	6 7%	70 18% FH	39 12%	25 11%
Somewhat agree	243 23%	87 17%	156 29% A	63 22%	100 24%	80 24%	21 24%	102 26%	75 22%	45 20%
Somewhat disagree	330 32%	192 38% B	137 26%	93 32%	140 34%	97 29%	24 28%	115 29%	110 32%	80 36%
Strongly disagree	331 32%	191 38% B	140 26%	93 32%	115 28%	122 36% D	35 41% G	110 28%	115 34%	71 32%
Summary										
Top2Box (Agree)	383 37%	122 24%	261 48% A	105 36%	160 39%	119 35%	26 31%	173 43% FHI	114 34%	70 32%
Low2Box (Disagree)	660 63%	383 76% B	277 52%	186 64%	254 61%	219 65%	59 69% G	225 57%	226 66% G	151 68% G

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2.4. (I think that cruising would appeal to people of all ages) Please indicate the extent to which you agree or disagree with the following statements:

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I  
Overlap formulae used. \* small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1043	523	520	265	401	377	77	353	482	131
Weighted	1043	505	538	291	414	338	85*	398	340	220
Strongly agree	327 31%	138 27%	189 35% A	108 37% D	114 28%	105 31%	35 41% HI	137 35% I	101 30%	53 24%
Somewhat agree	522 50%	266 53%	257 48%	121 42%	225 54% C	176 52% C	42 50%	197 49%	176 52%	108 49%
Somewhat disagree	166 16%	86 17%	80 15%	53 18%	63 15%	50 15%	6 7%	56 14%	53 16% F	51 23% FG
Strongly disagree	28 3%	15 3%	13 2%	9 3%	11 3%	7 2%	2 2%	8 2%	10 3%	8 4%
Summary										
Top2Box (Agree)	849 81%	404 80%	446 83%	229 79%	340 82%	280 83%	78 91% HI	334 84% I	277 81% I	161 73%
Low2Box (Disagree)	194 19%	101 20%	92 17%	62 21%	74 18%	58 17%	8 9%	64 16%	63 19% F	59 27% FGH



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2.5. (Taking a cruise vacation is more exciting than staying in a hotel) Please indicate the extent to which you agree or disagree with the following statements:

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I  
Overlap formulae used. \* small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1043	523	520	265	401	377	77	353	482	131
Weighted	1043	505	538	291	414	338	85*	398	340	220
Strongly agree	273 26%	139 27%	134 25%	65 22%	107 26%	100 30%	30 35%	107 27%	83 24%	53 24%
Somewhat agree	399 38%	209 41%	189 35%	110 38%	154 37%	135 40%	35 41%	164 41%	130 38%	70 32%
Somewhat disagree	302 29%	129 26%	173 32%	95 33%	126 31%	81 24%	20 23%	102 26%	102 30%	78 36%
Strongly disagree	70 7%	28 6%	42 8%	20 7%	27 7%	22 7%	1 1%	25 6%	25 7%	19 9%
Summary										
Top2Box (Agree)	671 64%	348 69%	323 60%	176 60%	261 63%	235 69%	64 75%	271 68%	214 63%	123 56%
Low2Box (Disagree)	372 36%	157 31%	215 40%	115 40%	153 37%	103 31%	21 25%	127 32%	126 37%	98 44%
			A	E				F	FG	

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**2. 6. (Cruise vacations provide good value for money) Please indicate the extent to which you agree or disagree with the following statements:**

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I  
Overlap formulae used. \* small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1043	523	520	265	401	377	77	353	482	131
Weighted	1043	505	538	291	414	338	85*	398	340	220
Strongly agree	159 15%	74 15%	85 16%	34 12%	60 14%	65 19% C	9 10%	63 16%	51 15%	36 16%
Somewhat agree	549 53%	256 51%	292 54%	150 52%	211 51%	187 55%	53 62%	217 55%	172 51%	107 49%
Somewhat disagree	279 27%	144 28%	136 25%	92 31% E	120 29% E	68 20%	20 24%	100 25%	100 29%	59 27%
Strongly disagree	56 5%	31 6%	25 5%	15 5%	23 6%	18 5%	3 4%	18 4%	17 5%	18 8%
Summary										
Top2Box (Agree)	707 68%	330 65%	377 70%	184 63%	271 65%	252 75% CD	62 72%	280 70%	223 66%	143 65%
Low2Box (Disagree)	336 32%	174 35%	161 30%	107 37% E	143 35% E	86 25%	24 28%	118 30%	117 34%	77 35%

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**2.7. (Cruise ships travel to exciting destinations all over the world) Please indicate the extent to which you agree or disagree with the following statements:**

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I  
Overlap formulae used. \* small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1043	523	520	265	401	377	77	353	482	131
Weighted	1043	505	538	291	414	338	85*	398	340	220
Strongly agree	472 45%	213 42%	260 48%	134 46%	190 46%	149 44%	38 44%	189 47%	160 47%	86 39%
Somewhat agree	507 49%	255 51%	252 47%	145 50%	195 47%	167 50%	43 50%	186 47%	157 46%	122 55%
Somewhat disagree	52 5%	31 6%	22 4%	10 4%	23 6%	19 6%	4 4%	20 5%	18 5%	11 5%
Strongly disagree	11 1%	6 1%	5 1%	2 1%	6 1%	2 1%	1 1%	3 1%	5 1%	2 1%
Summary										
Top2Box (Agree)	980 94%	468 93%	512 95%	278 96%	385 93%	316 94%	81 94%	375 94%	317 93%	208 94%
Low2Box (Disagree)	63 6%	37 7%	26 5%	13 4%	29 7%	21 6%	5 6%	23 6%	23 7%	12 6%