

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 - J/K
Overlap formulae used. * small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1043	148	111	59	362	276	87	244	312	487	269	774
	Weighted 1043	138	106*	68*	399	254	77*	238	309	496	281	762
Yes	725	101	85	53	266	167	52	115	213	397	193	532
	69%	74%	80%	78%	67%	66%	67%	48%	69%	80%	69%	70%
No			DE						G	GH		
	318	36	22	15	133	87	25	123	96	99	88	230
	31%	26%	20%	22%	33%	34%	33%	52%	31%	20%	31%	30%
					B	B		HI	I			

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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 - J/K
Overlap formulae used. * small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1043	148	111	59	362	276	87	244	312	487	269	774
Weighted	1043	138	106*	68*	399	254	77*	238	309	496	281	762
Yes	512 49%	76 56%	58 54%	33 49%	203 51%	110 43%	32 42%	72 30%	143 46%	297 60%	113 40%	399 52%
No	531 51%	61 44%	49 46%	35 51%	197 49%	144 57%	45 58%	166 70%	165 54%	199 40%	167 60%	363 48%
		E				A		HI	G	GH	J	

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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 - J/K
Overlap formulae used. * small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents Weighted	1043	148	111	59	362	276	87	244	312	487	269	774
	1043	138	106*	68*	399	254	77*	238	309	496	281	762
Yes	349	56	47	17	158	44	26	59	85	205	90	259
	33%	41%	44%	25%	40%	17%	34%	25%	27%	41%	32%	34%
No		CE	CE		CE		E			GH		
	694	81	59	51	241	210	51	179	224	291	190	503
	67%	59%	56%	75% ABD	60%	83% ABDF	66%	75% I	73% I	59%	68%	66%

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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 - J/K
Overlap formulae used. * small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents												
	1043	148	111	59	362	276	87	244	312	487	269	774
Weighted	1043	138	106*	68*	399	254	77*	238	309	496	281	762
Yes	214	36	23	7	92	47	10	20	60	134	36	178
	21%	26%	21%	10%	23%	18%	12%	8%	19%	27%	13%	23%
No		CF		CF					G	GH	J	
	829	102	84	61	307	208	68	218	249	362	245	584
	79%	74%	79%	90%	77%	82%	88%	92%	81%	73%	87%	77%
				AD			AD	HI	I		K	

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Detailed tables

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 - J/K
Overlap formulae used. * small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1043	148	111	59	362	276	87	244	312	487	269	774
Weighted	1043	138	106*	68*	399	254	77*	238	309	496	281	762
Strongly agree	262 25%	33 24%	30 28%	10 15%	96 24%	70 28%	23 30% C	68 29%	77 25%	117 24%	83 30%	179 23%
Somewhat agree	585 56%	79 57%	61 57%	35 51%	225 56%	145 57%	40 52%	128 54%	165 53%	291 59%	140 50%	444 58% J
Somewhat disagree	170 16%	22 16%	14 13%	19 27% BE	71 18%	32 13%	12 15%	37 15%	57 18%	76 15%	47 17%	123 16%
Strongly disagree	27 3%	4 3%	1 1%	5 7% D	8 2%	7 3%	2 3%	5 2%	10 3%	12 3%	11 4%	16 2%
Summary												
Top2Box (Agree)	846 81%	111 81% C	91 85% C	45 66%	320 80% C	216 85% C	64 82% C	197 83%	242 78%	408 82%	223 80%	623 82%
Low2Box (Disagree)	197 19%	26 19%	16 15%	23 34% ABDEF	79 20%	39 15%	14 18%	41 17%	67 22%	88 18%	58 20%	139 18%

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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 - J/K
Overlap formulae used. * small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1043	148	111	59	362	276	87	244	312	487	269	774
Weighted	1043	138	106*	68*	399	254	77*	238	309	496	281	762
Strongly agree	299 29%	38 28%	35 33%	19 28%	118 29%	68 27%	20 26%	66 28%	81 26%	151 31%	83 29%	216 28%
Somewhat agree	539 52%	72 52%	53 50%	31 46%	202 50%	140 55%	42 54%	128 54%	169 55%	242 49%	145 52%	394 52%
Somewhat disagree	187 18%	24 17%	16 15%	17 26%	75 19%	42 16%	14 18%	41 17%	55 18%	91 18%	48 17%	139 18%
Strongly disagree	18 2%	4 3%	3 2%	0 -	5 1%	5 2%	2 2%	2 1%	4 1%	11 2%	5 2%	12 2%
Summary												
Top2Box (Agree)	838 80%	110 80%	88 83%	50 74%	320 80%	208 82%	62 80%	195 82%	250 81%	394 79%	228 81%	611 80%
Low2Box (Disagree)	205 20%	28 20%	18 17%	17 26%	80 20%	46 18%	15 20%	44 18%	59 19%	102 21%	53 19%	152 20%

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Detailed tables

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 - J/K
Overlap formulae used. * small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1043	148	111	59	362	276	87	244	312	487	269	774
Weighted	1043	138	106*	68*	399	254	77*	238	309	496	281	762
Strongly agree	140 13%	16 12%	14 13%	11 17%	62 15%	26 10%	11 14%	33 14%	45 15%	62 12%	39 14%	101 13%
Somewhat agree	243 23%	31 23%	31 29%	17 26%	99 25%	51 20%	13 17%	57 24%	73 24%	112 23%	65 23%	178 23%
Somewhat disagree	330 32%	43 31%	28 26%	18 27%	126 32%	89 35%	27 35%	83 35%	93 30%	154 31%	92 33%	237 31%
Strongly disagree	331 32%	48 35%	34 32%	21 31%	113 28%	89 35%	26 34%	66 28%	97 31%	168 34%	85 30%	246 32%
Summary												
Top2Box (Agree)	383 37%	47 34%	45 42% E	29 43%	161 40% E	76 30%	24 31%	90 38%	119 38%	174 35%	104 37%	279 37%
Low2Box (Disagree)	660 63%	90 66%	61 58%	39 57%	239 60%	178 70% BD	53 69%	148 62%	190 62%	322 65%	177 63%	483 63%

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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 - J/K
Overlap formulae used. * small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1043	148	111	59	362	276	87	244	312	487	269	774
Weighted	1043	138	106*	68*	399	254	77*	238	309	496	281	762
Strongly agree	327 31%	44 32%	32 30%	13 19%	130 33%	87 34%	21 27%	82 34%	89 29%	156 31%	95 34%	232 30%
Somewhat agree	522 50%	68 49%	55 52%	35 52%	187 47%	132 52%	45 58%	124 52%	156 51%	242 49%	133 47%	390 51%
Somewhat disagree	166 16%	21 15%	16 15%	18 27% EF	74 19% E	28 11%	8 10%	29 12%	54 17%	83 17%	44 16%	122 16%
Strongly disagree	28 3%	5 4%	3 3%	1 2%	8 2%	7 3%	3 4%	3 1%	10 3%	15 3%	9 3%	19 3%
Summary												
Top2Box (Agree)	849 81%	112 81%	87 82%	48 71%	317 79%	219 86% CD	66 86% C	206 87% HI	245 79%	398 80%	228 81%	621 81%
Low2Box (Disagree)	194 19%	26 19%	19 18%	20 29% EF	83 21% E	35 14%	11 14%	32 13%	63 21% G	98 20% G	53 19%	141 19%

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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 - J/K
Overlap formulae used. * small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1043	148	111	59	362	276	87	244	312	487	269	774
Weighted	1043	138	106*	68*	399	254	77*	238	309	496	281	762
Strongly agree	273 26%	36 26%	31 30%	15 23%	113 28% E	51 20%	26 34% E	61 26%	75 24%	137 28%	75 27%	198 26%
Somewhat agree	399 38%	57 42%	42 40%	27 40%	143 36%	97 38%	33 42%	102 43% I	127 41%	170 34%	100 35%	299 39%
Somewhat disagree	302 29%	36 26%	28 26%	21 32%	111 28%	88 35% F	17 22%	66 28%	84 27%	151 31%	91 32%	211 28%
Strongly disagree	70 7%	9 7%	5 5%	4 6%	32 8%	19 7%	2 2%	10 4%	23 7%	37 8%	16 6%	54 7%
Summary												
Top2Box (Agree)	671 64%	93 67%	74 69% E	42 63%	256 64%	148 58%	58 76% E	162 68%	202 65%	307 62%	174 62%	497 65%
Low2Box (Disagree)	372 36%	45 33%	33 31%	25 37%	143 36%	107 42% BF	19 24%	76 32%	107 35%	189 38%	106 38%	265 35%

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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 - J/K
Overlap formulae used. * small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1043	148	111	59	362	276	87	244	312	487	269	774
Weighted	1043	138	106*	68*	399	254	77*	238	309	496	281	762
Strongly agree	159 15%	24 17%	13 13%	4 6%	67 17%	38 15%	12 16%	33 14%	39 12%	87 18%	34 12%	125 16%
Somewhat agree	549 53%	81 59%	58 54%	35 52%	203 51%	128 50%	44 57%	140 59%	157 51%	252 51%	143 51%	406 53%
Somewhat disagree	279 27%	29 21%	30 29%	23 33%	106 26%	75 30%	16 21%	48 20%	99 32%	132 27%	88 32%	191 25%
Strongly disagree	56 5%	4 3%	5 4%	6 9%	24 6%	13 5%	5 6%	18 8%	14 4%	25 5%	16 6%	41 5%
Summary												
Top2Box (Agree)	707 68%	104 76% CE	71 67%	39 58%	270 68%	166 65%	56 73%	172 72% H	196 63%	339 68%	177 63%	531 70%
Low2Box (Disagree)	336 32%	33 24%	35 33%	28 42% A	130 32%	88 35% A	21 27%	66 28%	113 37%	157 32%	104 37%	232 30%

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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 - J/K
Overlap formulae used. * small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents												
Weighted	1043	148	111	59	362	276	87	244	312	487	269	774
	1043	138	106*	68*	399	254	77*	238	309	496	281	762
Strongly agree	472 45%	62 45%	50 47%	27 40%	178 44%	124 49%	32 42%	91 38%	142 46%	239 48%	138 49%	334 44%
Somewhat agree	507 49%	66 48%	49 46%	37 54%	194 49%	121 47%	40 52%	132 55%	144 47%	232 47%	130 46%	377 50%
Somewhat disagree	52 5%	6 5%	6 6%	3 4%	26 6%	8 3%	3 5%	15 6%	19 6%	19 4%	10 4%	42 6%
Strongly disagree	11 1%	3 2%	2 2%	1 2%	2 0	2 1%	1 1%	1 0	5 1%	6 1%	2 1%	9 1%
Summary												
Top2Box (Agree)	980 94%	128 93%	98 92%	64 94%	372 93%	245 96%	73 94%	223 94%	286 92%	471 95%	268 96%	711 93%
Low2Box (Disagree)	63 6%	9 7%	8 8%	4 6%	27 7%	10 4%	4 6%	15 6%	23 8%	25 5%	12 4%	51 7%