



Canadian Online Omni January 23 - January 30, 2012

Costa Concordia Question

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|-------------------|--|
| 1 | 1. As you may know, the cruise ship Costa Concordia was carrying more than 4,200 passengers and crew when it slammed into rocks off the Tuscan Island of Giglio and capsized after the Captain made an unauthorized diversion which steered the ship too close to shore. Based on what you know, do you think: |
| 2 | 1. As you may know, the cruise ship Costa Concordia was carrying more than 4,200 passengers and crew when it slammed into rocks off the Tuscan Island of Giglio and capsized after the Captain made an unauthorized diversion which steered the ship too close to shore. Based on what you know, do you think: |

1. As you may know, the cruise ship Costa Concordia was carrying more than 4,200 passengers and crew when it slammed into rocks off the Tuscan Island of Giglio and capsized after the Captain made an unauthorized diversion which steered the ship too close to shore. Based on what you know, do you think:

		GENDER		AGE			EDUCATION			
	Total	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	1015	515	500	305	434	276	86	307	479	143
Weighted	1015	491	524	283	403	329	107*	393	331	184
This is a single, unfortunate incident that doesn't change your view of the pleasure cruise industry and you would still book a cruise if you wanted to take a vacation	716	343	374	206	282	228	57	282	245	133
	71%	70%	71%	73%	70%	69%	53%	72%	74%	72%
								F	F	F
This is symptomatic of a bigger problem in the pleasure cruise industry and it has made you less likely to book a cruise if you wanted to take a vacation	299	149	150	77	121	100	50	111	86	51
	29%	30%	29%	27%	30%	31%	47%	28%	26%	28%
							GHI			

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

1. As you may know, the cruise ship Costa Concordia was carrying more than 4,200 passengers and crew when it slammed into rocks off the Tuscan Island of Giglio and capsized after the Captain made an unauthorized diversion which steered the ship too close to shore. Based on what you know, do you think:

		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	1015	128	109	70	409	214	85	238	315	462	171	844
Weighted	1015	134	104*	66*	389	248	75*	242	316	457	157	858
This is a single, unfortunate incident that doesn't change your view of the pleasure cruise industry and you would still book a cruise if you wanted to take a vacation												
	716	105	71	47	259	180	54	150	229	337	119	598
	71%	78%	68%	72%	67%	73%	72%	62%	73%	74%	76%	70%
This is symptomatic of a bigger problem in the pleasure cruise industry and it has made you less likely to book a cruise if you wanted to take a vacation		D							G	G		
	299	29	33	19	130	67	21	92	86	120	38	260
	29%	22%	32%	28%	33%	27%	28%	38%	27%	26%	24%	30%
					A			HI				

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