

**Three in Ten (29%) Canadians Believe Costa Concordia  
Disaster ‘Symptomatic of Bigger Problems’ in Cruise  
Industry, Less Likely to Book Cruise as a Result  
*Most (71%) Believe Disaster a ‘Single, Unfortunate Incident’,  
Would Still Book Cruise Vacation***

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**Ipsos Reid**

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**Three in Ten (29%) Canadians Believe Costa Concordia Disaster ‘Symptomatic of Bigger Problems’ in Cruise Industry, Less Likely to Book a Cruise as a Result**  
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**Toronto, ON** - In the wake of the Costa Concordia disaster off the coast of Italy, a new Ipsos Reid poll conducted on behalf of Global TV and Postmedia News Service has revealed that three in ten (29%) Canadians believe the Costa Concordia disaster is ‘symptomatic of a bigger problem in the pleasure cruise industry’ and it has made them less likely to book a cruise if they wanted to take a vacation.

Conversely, a majority (71%) of Canadians more closely believe that ‘this is a single, unfortunate incident’ that doesn’t change their view of the pleasure cruise industry, and they would still book a cruise if they wanted to take a vacation.

The Costa Concordia cruise ship 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.

Ontarians (33%) are most likely to believe that this is symptomatic of bigger problems in the industry, followed by those living in Alberta (32%), Atlantic Canada (28%), Saskatchewan and Manitoba (28%), Quebec (27%), and British Columbia (22%). Conversely, British Columbians (78%) are most likely to believe that this is a single, unfortunate incident, while



those living in Quebec (73%), Saskatchewan and Manitoba (72%), Atlantic Canada (72%), Alberta (68%) and Ontario (67%) are slightly less likely to think so.

While there is little difference of opinion across genders and generations, it is interesting to note that nearly half (47%) of all Canadians without a high school diploma think the disaster is symptomatic of a larger problem, while only a slim majority (53%) of those without a diploma believe it is a single, unfortunate incident.

*These are some of the findings of an Ipsos Reid poll conducted between January 26 to 30, 2012. For this survey, a sample of 1,015 adults from Ipsos' Canadian online panel was interviewed online. Weighting was then employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/- 3.1 percentage points, 19 times out of 20, of what the results would have been had the entire population of adults in Canada been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error.*

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