

YouGov Survey Results

Sample Size: 2101

Fieldwork: 20th - 22nd May 2013

Total	Gender		Age					Social Grade	
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE

Approximately how many holidays, if any, do you take abroad in the average year?

Unweighted Base	2101	1043	1058	210	272	367	496	756	1240	861
All UK Adults	2101	1011	1090	252	334	359	408	748	1156	945
0 – none	40%	40%	40%	33%	38%	38%	44%	42%	33%	48%
1	31%	30%	33%	30%	36%	36%	34%	26%	33%	30%
2	16%	15%	17%	19%	12%	16%	13%	18%	20%	12%
3	7%	6%	7%	5%	7%	6%	4%	9%	8%	5%
4	2%	3%	2%	3%	1%	2%	2%	3%	3%	1%
5	1%	1%	1%	2%	1%	0%	1%	0%	1%	1%
6 or more	1%	2%	1%	2%	1%	2%	1%	1%	2%	1%
Don't know	2%	3%	1%	8%	3%	1%	1%	1%	1%	3%

Have you been on a cruise holiday in the last 12 months (i.e. since May 2012)? (Please tick the option that BEST applies)

Unweighted Base	2101	1043	1058	210	272	367	496	756	1240	861
All UK Adults	2101	1011	1090	252	334	359	408	748	1156	945
Yes, I have	7%	7%	7%	7%	7%	6%	5%	8%	8%	6%
No, I haven't but I <u>have been</u> on a cruise holiday before	15%	13%	17%	9%	12%	12%	17%	20%	17%	13%
No, I haven't and I have <u>never been</u> on a cruise holiday before	78%	80%	76%	84%	82%	83%	78%	71%	75%	81%

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Total	Gender		Age					Social Grade	
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE

You mentioned that you have been on a cruise holiday in the last 12 months...

How long was the cruise holiday that you have been on in the last 12 months? (If you have been on more than one cruise holiday in the last 12 months, please tick all the options that apply)

Unweighted Base	141	72	69	11	14	21	31	64	95	46
All UK Adults who have been on a cruise holiday in the last 12 months	144	70	73	17	23	20	22	61	88	55
1 to 3 nights	11%	18%	5%	16%	42%	6%	11%	-	10%	13%
4 to 6 nights	11%	5%	16%	20%	10%	8%	13%	8%	10%	12%
7 nights	32%	32%	32%	30%	36%	39%	24%	32%	29%	36%
8 to 13 nights	31%	31%	30%	16%	4%	38%	42%	38%	35%	24%
14 nights	14%	12%	16%	16%	-	6%	16%	21%	12%	17%
Longer than 14 nights	10%	15%	5%	-	4%	12%	6%	16%	12%	7%
Don't know/ can't recall	3%	-	5%	6%	8%	5%	-	-	3%	2%

For the following question, please think about booking the holiday rather than going on the holiday.

Do you currently plan to book a cruise holiday of any length in the next 12 months (i.e. book between now and May 2014)?

Unweighted Base	2101	1043	1058	210	272	367	496	756	1240	861
All UK Adults	2101	1011	1090	252	334	359	408	748	1156	945
Yes, I do	8%	9%	7%	6%	7%	5%	6%	11%	9%	6%
No, I don't	82%	81%	82%	83%	84%	85%	82%	78%	81%	83%
Don't know	11%	10%	11%	11%	9%	10%	12%	11%	10%	11%

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Total	Gender		Age					Social Grade	
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE

Which, if any, of the following puts you off going on a cruise holiday? (Please tick all that apply. If nothing puts you off going on a cruise holiday, please tick the "Not applicable" option)

Unweighted Base	2101	1043	1058	210	272	367	496	756	1240	861
All UK Adults	2101	1011	1090	252	334	359	408	748	1156	945
They are too expensive	40%	37%	43%	40%	47%	45%	41%	34%	38%	43%
Not being able to get away from other holidaymakers I don't like	29%	27%	31%	23%	23%	29%	31%	32%	33%	24%
Being stuck on the ship for extended periods of time	37%	35%	38%	43%	35%	39%	34%	36%	41%	32%
Not being able to set my own itinerary	25%	26%	24%	25%	25%	26%	22%	27%	30%	20%
The threat of an illness (i.e. norovirus/ seasickness)	25%	21%	30%	23%	21%	22%	25%	30%	27%	24%
The threat of a shipwreck	10%	6%	13%	18%	7%	9%	11%	8%	9%	11%
Negative feedback/ word-of-mouth	5%	5%	5%	6%	5%	5%	3%	6%	5%	4%
Poor quality entertainment	11%	10%	12%	20%	15%	12%	9%	7%	12%	10%
Poor quality food	6%	5%	7%	12%	8%	8%	5%	4%	7%	6%
Other (Please see tab Q5 Other)	11%	11%	11%	10%	10%	7%	10%	16%	13%	9%
Don't know	3%	4%	2%	3%	4%	5%	2%	2%	2%	5%
Not applicable - nothing puts me off going on a cruise holiday	19%	21%	17%	12%	17%	14%	23%	23%	18%	20%

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Fieldwork: 20th - 22nd May 2013

Total	Gender		Age					Social Grade	
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE

Which, if any, of the following would tempt you to go on a cruise holiday? (Please tick all that apply. If nothing would tempt you to go on a cruise holiday, please tick the "Not applicable" option)

Unweighted Base	2101	1043	1058	210	272	367	496	756	1240	861
All UK Adults	2101	1011	1090	252	334	359	408	748	1156	945
The itinerary – I don't need to plan anything	13%	13%	13%	9%	7%	10%	14%	18%	14%	11%
If they were of lower or comparable costs to an all-inclusive holiday	32%	31%	32%	31%	34%	38%	32%	27%	33%	29%
If I didn't have to fly anywhere	12%	11%	14%	11%	8%	8%	14%	16%	14%	11%
They are multi-centre without unpacking (i.e. the ability to visit lots of different places without changing accommodation)	26%	26%	27%	29%	22%	19%	26%	31%	31%	20%
They have childcare facilities	4%	3%	5%	2%	9%	10%	3%	1%	5%	4%
The ability to explore the world	32%	31%	33%	42%	40%	23%	30%	30%	34%	30%
Waking up to a new place almost every day	29%	28%	30%	30%	35%	26%	27%	28%	30%	27%
Being with other travellers similar to me (e.g. travellers of the same age/ companionship)	10%	10%	11%	11%	9%	8%	8%	12%	10%	11%
The ability to go on educational/ special interest cruise holidays (e.g. cookery, diet, dance, art, etc.)	8%	8%	8%	7%	8%	6%	10%	9%	10%	6%
Other (Please see tab Q6 Other)	4%	3%	4%	3%	2%	2%	4%	5%	3%	4%
Don't know	8%	9%	6%	10%	10%	10%	8%	4%	7%	9%
Not applicable - nothing would tempt me to go on a cruise holiday	30%	29%	30%	21%	20%	26%	30%	39%	28%	31%

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Total	Gender		Age					Social Grade	
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE

Which ONE, if any, of the following types of people do you think a cruise holiday is MOST suited to?

Unweighted Base	2101	1043	1058	210	272	367	496	756	1240	861
All UK Adults	2101	1011	1090	252	334	359	408	748	1156	945
A family with children	6%	7%	5%	6%	7%	9%	7%	2%	6%	5%
Older people (aged 65+)	46%	46%	46%	53%	55%	50%	41%	41%	49%	43%
Couples without children	29%	27%	31%	16%	20%	24%	37%	36%	29%	30%
Single people	3%	3%	2%	7%	4%	1%	3%	2%	2%	3%
Other (Please see tab Q7 Other)	4%	3%	4%	3%	1%	2%	2%	7%	4%	4%
Don't know	13%	14%	11%	14%	13%	13%	11%	13%	11%	15%

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For the following question please only think about the cost of the cruise, i.e. not including flights, tours, spending money etc.
Please imagine you were looking to book a cruise holiday for 7 nights...

In general, approximately how much would you expect to pay per person for a cruise holiday for 7 nights in each of the following destinations?
(Please tick one option on each row)

The Caribbean

Unweighted Base	2101	1043	1058	210	272	367	496	756	1240	861
All UK Adults	2101	1011	1090	252	334	359	408	748	1156	945
Up to £500	5%	6%	4%	7%	10%	5%	5%	2%	4%	6%
£501 up to £1,000	21%	21%	20%	17%	25%	19%	25%	19%	22%	19%
£1,001 up to £1,500	29%	27%	31%	30%	25%	31%	31%	29%	28%	30%
£1,501 up to £2,000	17%	18%	17%	18%	14%	19%	15%	19%	20%	15%
More than £2,000	11%	11%	11%	8%	10%	14%	11%	12%	11%	11%
Don't know	17%	18%	16%	20%	16%	12%	14%	20%	15%	19%

The Mediterranean

Unweighted Base	2101	1043	1058	210	272	367	496	756	1240	861
All UK Adults	2101	1011	1090	252	334	359	408	748	1156	945
Up to £500	16%	16%	16%	13%	24%	15%	19%	13%	17%	15%
£501 up to £1,000	38%	36%	39%	34%	33%	38%	39%	41%	41%	34%
£1,001 up to £1,500	20%	20%	19%	26%	17%	23%	18%	18%	18%	21%
£1,501 up to £2,000	7%	7%	7%	2%	7%	8%	7%	8%	7%	7%
More than £2,000	3%	3%	3%	4%	4%	5%	3%	2%	3%	4%
Don't know	16%	18%	15%	20%	16%	12%	14%	19%	15%	18%

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Total	Gender		Age					Social Grade	
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE

Thinking about the recent media coverage of issues on cruise holidays such as the Costa Concordia sinking and outbreaks of norovirus...

Which ONE, if any, of the following statements BEST applies to you? (If you were not aware of any recent media coverage of issues on cruise holidays before taking this survey, please tick the "Not applicable" option)

Unweighted Base	2101	1043	1058	210	272	367	496	756	1240	861
All UK Adults	2101	1011	1090	252	334	359	408	748	1156	945
This <u>has put me off</u> cruise holidays completely, and I <u>would not consider</u> going on one	7%	6%	8%	9%	5%	7%	9%	7%	5%	10%
This <u>has put me off</u> cruise holidays a little, but I <u>would still consider</u> going on one	16%	13%	19%	16%	23%	17%	13%	15%	18%	14%
This <u>hasn't put me off</u> cruise holidays at all, I <u>would still consider</u> going on one	26%	28%	24%	22%	28%	21%	30%	27%	27%	25%
This hasn't changed my opinion of cruise holidays, I <u>wouldn't consider</u> going on one anyway	36%	38%	35%	32%	31%	36%	34%	41%	40%	32%
Don't know	6%	8%	5%	10%	7%	8%	5%	4%	5%	8%
Not applicable – I wasn't aware of any recent media coverage of issues on cruise holidays before taking this survey	8%	7%	9%	12%	5%	11%	9%	6%	5%	12%

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Total	Gender		Age					Social Grade	
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE

Before taking this survey, which, if any, of the following themes of cruise holiday have you heard of? (Please tick all that apply)

Unweighted Base	2101	1043	1058	210	272	367	496	756	1240	861
All UK Adults	2101	1011	1090	252	334	359	408	748	1156	945
River cruise (e.g. a cruise along the Danube, seeing European cities)	66%	65%	67%	53%	54%	58%	68%	79%	73%	58%
Cultural experience cruise (e.g. a cruise to see sights such as St. Petersburg)	43%	44%	43%	33%	34%	33%	41%	57%	51%	34%
Diet cruise (e.g. a cruise with the aim of losing weight during the holiday, with meals catered within the guidelines of a specific diet, such as Dukan)	2%	2%	2%	2%	4%	2%	1%	1%	2%	1%
18-30s party ship	20%	21%	20%	23%	27%	19%	18%	19%	21%	19%
Other (Please see tab Q10 other)	4%	4%	4%	5%	2%	4%	3%	5%	5%	2%
Don't know	5%	6%	4%	7%	8%	8%	3%	2%	4%	5%
Not applicable - I haven't heard of any themes of cruise holidays	20%	20%	21%	26%	19%	24%	22%	17%	15%	27%

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Total	Gender		Age					Social Grade	
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE

If money was no object, which ONE, if any, of the following destinations would you MOST like to go to on a cruise holiday?

Unweighted Base	2101	1043	1058	210	272	367	496	756	1240	861
All UK Adults	2101	1011	1090	252	334	359	408	748	1156	945
Caribbean	21%	20%	22%	32%	29%	25%	21%	13%	21%	21%
Mediterranean (i.e. including River Cruises, Mediterranean and/ or Greek Isles)	11%	9%	12%	14%	11%	10%	13%	9%	10%	12%
Baltic (i.e. including Scandinavia)	7%	7%	7%	10%	4%	6%	9%	7%	8%	6%
Alaska	8%	8%	7%	6%	4%	11%	10%	7%	8%	7%
South Pacific (i.e. including Australia)	15%	16%	14%	5%	12%	13%	15%	21%	17%	13%
South America	6%	7%	5%	6%	7%	5%	4%	6%	7%	5%
Canada and New England	7%	6%	9%	4%	10%	6%	7%	8%	6%	8%
Trans-Atlantic	2%	2%	2%	3%	3%	4%	2%	1%	2%	3%
None of these	15%	16%	14%	9%	11%	14%	12%	21%	15%	15%
Don't know	8%	8%	7%	12%	9%	6%	7%	7%	6%	10%

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Total	Region							
Base	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

Approximately how many holidays, if any, do you take abroad in the average year?

Unweighted Base	2101	477	312	197	305	493	88	174	55
All UK Adults	2101	502	336	195	261	466	103	179	59
0 – none	40%	40%	41%	43%	30%	40%	41%	39%	60%
1	31%	35%	30%	30%	27%	30%	42%	31%	24%
2	16%	12%	20%	16%	24%	14%	12%	19%	2%
3	7%	6%	6%	8%	9%	7%	1%	4%	11%
4	2%	2%	2%	1%	3%	3%	2%	3%	2%
5	1%	0%	1%	0%	2%	1%	-	1%	-
6 or more	1%	1%	1%	1%	2%	1%	-	1%	-
Don't know	2%	2%	0%	0%	3%	3%	2%	2%	1%

Have you been on a cruise holiday in the last 12 months (i.e. since May 2012)? (Please tick the option that BEST applies)

Unweighted Base	2101	477	312	197	305	493	88	174	55
All UK Adults	2101	502	336	195	261	466	103	179	59
Yes, I have	7%	7%	7%	6%	7%	7%	4%	7%	4%
No, I haven't but I <u>have been</u> on a cruise holiday before	15%	14%	17%	17%	22%	13%	11%	12%	17%
No, I haven't and I have <u>never been</u> on a cruise holiday before	78%	79%	76%	77%	71%	80%	84%	80%	79%

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Total	Region							
Base	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

You mentioned that you have been on a cruise holiday in the last 12 months...

How long was the cruise holiday that you have been on in the last 12 months? (If you have been on more than one cruise holiday in the last 12 months, please tick all the options that apply)

Unweighted Base	141	33	22	12	23	32	4	12	3
All UK Adults who have been on a cruise holiday in the last 12 months	144	37	23	11	19	34	4	13	2
1 to 3 nights	11%	21%	16%	-	-	4%	-	27%	-
4 to 6 nights	11%	14%	9%	37%	13%	2%	-	-	23%
7 nights	32%	31%	24%	17%	57%	35%	28%	23%	-
8 to 13 nights	31%	33%	12%	42%	35%	35%	25%	31%	16%
14 nights	14%	9%	28%	15%	9%	14%	-	6%	62%
Longer than 14 nights	10%	3%	11%	-	9%	16%	29%	20%	-
Don't know/ can't recall	3%	1%	5%	4%	6%	-	18%	-	-

For the following question, please think about booking the holiday rather than going on the holiday.

Do you currently plan to book a cruise holiday of any length in the next 12 months (i.e. book between now and May 2014)?

Unweighted Base	2101	477	312	197	305	493	88	174	55
All UK Adults	2101	502	336	195	261	466	103	179	59
Yes, I do	8%	7%	7%	7%	12%	7%	4%	9%	9%
No, I don't	82%	85%	79%	86%	75%	82%	87%	81%	78%
Don't know	11%	8%	14%	7%	13%	11%	9%	11%	13%

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Total	Region							
Base	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

Which, if any, of the following puts you off going on a cruise holiday? (Please tick all that apply. If nothing puts you off going on a cruise holiday, please tick the "Not applicable" option)

Unweighted Base	2101	477	312	197	305	493	88	174	55
All UK Adults	2101	502	336	195	261	466	103	179	59
They are too expensive	40%	38%	39%	38%	37%	41%	52%	39%	55%
Not being able to get away from other holidaymakers I don't like	29%	23%	30%	22%	31%	32%	37%	29%	31%
Being stuck on the ship for extended periods of time	37%	33%	36%	37%	38%	39%	38%	44%	36%
Not being able to set my own itinerary	25%	24%	27%	24%	23%	27%	26%	31%	17%
The threat of an illness (i.e. norovirus/ seasickness)	25%	23%	26%	29%	22%	28%	24%	24%	31%
The threat of a shipwreck	10%	10%	10%	11%	10%	9%	12%	7%	8%
Negative feedback/ word-of-mouth	5%	3%	3%	5%	6%	6%	8%	4%	10%
Poor quality entertainment	11%	9%	12%	10%	14%	12%	14%	9%	6%
Poor quality food	6%	5%	5%	9%	9%	6%	6%	5%	7%
Other (Please see tab Q5 Other)	11%	12%	11%	7%	14%	12%	7%	9%	22%
Don't know	3%	5%	3%	3%	4%	2%	1%	4%	2%
Not applicable - nothing puts me off going on a cruise holiday	19%	17%	22%	23%	16%	19%	21%	20%	15%

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Total	Region							
Base	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

Which, if any, of the following would tempt you to go on a cruise holiday? (Please tick all that apply. If nothing would tempt you to go on a cruise holiday, please tick the "Not applicable" option)

Unweighted Base	2101	477	312	197	305	493	88	174	55
All UK Adults	2101	502	336	195	261	466	103	179	59
The itinerary – I don't need to plan anything	13%	11%	12%	14%	16%	14%	11%	11%	10%
If they were of lower or comparable costs to an all-inclusive holiday	32%	31%	32%	32%	31%	31%	32%	35%	32%
If I didn't have to fly anywhere	12%	10%	11%	13%	14%	17%	12%	8%	10%
They are multi-centre without unpacking (i.e. the ability to visit lots of different places without changing accommodation)	26%	19%	25%	31%	29%	28%	30%	32%	27%
They have childcare facilities	4%	4%	4%	3%	6%	4%	8%	2%	3%
The ability to explore the world	32%	28%	32%	34%	32%	34%	33%	34%	34%
Waking up to a new place almost every day	29%	25%	32%	30%	26%	29%	32%	33%	39%
Being with other travellers similar to me (e.g. travellers of the same age/ companionship)	10%	7%	11%	7%	12%	14%	8%	8%	14%
The ability to go on educational/ special interest cruise holidays (e.g. cookery, diet, dance, art, etc.)	8%	6%	8%	6%	10%	10%	6%	10%	6%
Other (Please see tab Q6 Other)	4%	3%	3%	3%	3%	6%	2%	2%	9%
Don't know	8%	10%	7%	7%	8%	7%	5%	6%	1%
Not applicable - nothing would tempt me to go on a cruise holiday	30%	29%	27%	31%	28%	30%	37%	31%	27%

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Total	Region							
Base	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

Which ONE, if any, of the following types of people do you think a cruise holiday is MOST suited to?

Unweighted Base	2101	477	312	197	305	493	88	174	55
All UK Adults	2101	502	336	195	261	466	103	179	59
A family with children	6%	7%	3%	6%	7%	5%	1%	8%	5%
Older people (aged 65+)	46%	46%	42%	49%	44%	45%	61%	45%	58%
Couples without children	29%	30%	38%	26%	22%	29%	23%	30%	22%
Single people	3%	2%	2%	2%	5%	3%	4%	1%	1%
Other (Please see tab Q7 Other)	4%	4%	1%	4%	7%	4%	3%	2%	5%
Don't know	13%	11%	12%	14%	15%	14%	8%	14%	9%

YouGov Survey Results

Sample Size: 2101

Fieldwork: 20th - 22nd May 2013

Total	Region							
Base	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

For the following question please only think about the cost of the cruise, i.e. not including flights, tours, spending money etc.

Please imagine you were looking to book a cruise holiday for 7 nights...

In general, approximately how much would you expect to pay per person for a cruise holiday for 7 nights in each of the following destinations?
(Please tick one option on each row)

The Caribbean

Unweighted Base	2101	477	312	197	305	493	88	174	55
All UK Adults	2101	502	336	195	261	466	103	179	59
Up to £500	5%	6%	5%	6%	8%	3%	2%	3%	5%
£501 up to £1,000	21%	24%	17%	19%	22%	18%	18%	24%	34%
£1,001 up to £1,500	29%	29%	30%	32%	28%	28%	34%	26%	20%
£1,501 up to £2,000	17%	16%	16%	21%	15%	17%	24%	20%	14%
More than £2,000	11%	9%	14%	9%	12%	14%	7%	12%	6%
Don't know	17%	16%	18%	13%	15%	20%	14%	15%	22%

The Mediterranean

Unweighted Base	2101	477	312	197	305	493	88	174	55
All UK Adults	2101	502	336	195	261	466	103	179	59
Up to £500	16%	21%	14%	15%	17%	13%	14%	15%	22%
£501 up to £1,000	38%	36%	38%	41%	40%	36%	45%	38%	34%
£1,001 up to £1,500	20%	19%	19%	23%	15%	20%	23%	23%	13%
£1,501 up to £2,000	7%	6%	7%	7%	9%	8%	4%	8%	5%
More than £2,000	3%	3%	4%	2%	4%	4%	1%	1%	4%
Don't know	16%	16%	18%	12%	15%	19%	14%	15%	22%

YouGov Survey Results

Sample Size: 2101

Fieldwork: 20th - 22nd May 2013

Total	Region							
Base	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

Thinking about the recent media coverage of issues on cruise holidays such as the Costa Concordia sinking and outbreaks of norovirus...

Which ONE, if any, of the following statements BEST applies to you? (If you were not aware of any recent media coverage of issues on cruise holidays before taking this survey, please tick the "Not applicable" option)

Unweighted Base	2101	477	312	197	305	493	88	174	55
All UK Adults	2101	502	336	195	261	466	103	179	59
This <u>has put me off</u> cruise holidays completely, and I <u>would not consider</u> going on one	7%	7%	7%	13%	8%	6%	6%	4%	4%
This <u>has put me off</u> cruise holidays a little, but I <u>would still consider</u> going on one	16%	12%	20%	15%	17%	18%	21%	16%	17%
This <u>hasn't put me off</u> cruise holidays at all, I <u>would still consider</u> going on one	26%	25%	29%	26%	28%	24%	22%	30%	34%
This hasn't changed my opinion of cruise holidays, I <u>wouldn't consider</u> going on one anyway	36%	40%	30%	32%	35%	39%	39%	38%	30%
Don't know	6%	8%	6%	4%	7%	6%	2%	4%	5%
Not applicable – I wasn't aware of any recent media coverage of issues on cruise holidays before taking this survey	8%	8%	8%	10%	6%	7%	10%	8%	10%

YouGov Survey Results

Sample Size: 2101

Fieldwork: 20th - 22nd May 2013

Total	Region							
Base	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

Before taking this survey, which, if any, of the following themes of cruise holiday have you heard of? (Please tick all that apply)

Unweighted Base	2101	477	312	197	305	493	88	174	55
All UK Adults	2101	502	336	195	261	466	103	179	59
River cruise (e.g. a cruise along the Danube, seeing European cities)	66%	64%	67%	70%	65%	68%	73%	62%	56%
Cultural experience cruise (e.g. a cruise to see sights such as St. Petersburg)	43%	40%	42%	46%	43%	44%	49%	44%	46%
Diet cruise (e.g. a cruise with the aim of losing weight during the holiday, with meals catered within the guidelines of a specific diet, such as Dukan)	2%	1%	1%	5%	4%	1%	1%	1%	2%
18-30s party ship	20%	21%	18%	27%	21%	20%	15%	17%	33%
Other (Please see tab Q10 other)	4%	2%	4%	6%	3%	6%	2%	3%	6%
Don't know	5%	7%	5%	1%	3%	4%	4%	4%	4%
Not applicable - I haven't heard of any themes of cruise holidays	20%	21%	19%	17%	21%	20%	16%	26%	27%

YouGov Survey Results

Sample Size: 2101

Fieldwork: 20th - 22nd May 2013

Total	Region							
Base	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

If money was no object, which ONE, if any, of the following destinations would you MOST like to go to on a cruise holiday?

Unweighted Base	2101	477	312	197	305	493	88	174	55
All UK Adults	2101	502	336	195	261	466	103	179	59
Caribbean	21%	23%	15%	23%	30%	20%	14%	25%	8%
Mediterranean (i.e. including River Cruises, Mediterranean and/ or Greek Isles)	11%	11%	11%	7%	10%	10%	12%	9%	31%
Baltic (i.e. including Scandinavia)	7%	7%	7%	10%	6%	6%	4%	6%	12%
Alaska	8%	7%	9%	10%	10%	6%	9%	6%	4%
South Pacific (i.e. including Australia)	15%	12%	19%	15%	11%	15%	22%	16%	14%
South America	6%	4%	7%	4%	5%	9%	5%	6%	2%
Canada and New England	7%	10%	8%	10%	3%	7%	9%	3%	9%
Trans-Atlantic	2%	1%	1%	2%	2%	3%	-	3%	3%
None of these	15%	15%	14%	17%	14%	15%	16%	16%	15%
Don't know	8%	9%	7%	4%	8%	9%	10%	10%	1%

YouGov Survey Results

Sample Size: 2101

Fieldwork: 20th - 22nd May 2013

Total	Working Status						
Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other

Approximately how many holidays, if any, do you take abroad in the average year?

Unweighted Base	2101	1105	192	1297	104	491	84	125
All UK Adults	2101	1084	199	1284	114	475	95	133
0 – none	40%	35%	45%	36%	32%	42%	61%	59%
1	31%	36%	32%	35%	31%	24%	26%	25%
2	16%	16%	10%	15%	27%	21%	6%	7%
3	7%	7%	5%	6%	5%	9%	6%	2%
4	2%	2%	3%	3%	2%	2%	-	1%
5	1%	1%	2%	1%	1%	0%	-	1%
6 or more	1%	2%	1%	1%	0%	1%	-	2%
Don't know	2%	2%	2%	2%	2%	0%	2%	4%

Have you been on a cruise holiday in the last 12 months (i.e. since May 2012)? (Please tick the option that BEST applies)

Unweighted Base	2101	1105	192	1297	104	491	84	125
All UK Adults	2101	1084	199	1284	114	475	95	133
Yes, I have	7%	6%	5%	6%	6%	10%	6%	4%
No, I haven't but I <u>have been</u> on a cruise holiday before	15%	15%	8%	14%	11%	22%	14%	11%
No, I haven't and I have <u>never been</u> on a cruise holiday before	78%	79%	87%	80%	83%	68%	81%	84%

YouGov Survey Results

Sample Size: 2101

Fieldwork: 20th - 22nd May 2013

Total	Working Status						
Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other

You mentioned that you have been on a cruise holiday in the last 12 months...

How long was the cruise holiday that you have been on in the last 12 months? (If you have been on more than one cruise holiday in the last 12 months, please tick all the options that apply)

Unweighted Base	141	68	10	78	5	46	4	8
All UK Adults who have been on a cruise holiday in the last 12 months	144	68	11	79	7	46	5	6
1 to 3 nights	11%	19%	-	17%	-	-	54%	-
4 to 6 nights	11%	9%	24%	11%	-	9%	46%	-
7 nights	32%	37%	41%	38%	36%	29%	-	7%
8 to 13 nights	31%	23%	32%	25%	56%	41%	-	29%
14 nights	14%	9%	11%	9%	-	22%	-	51%
Longer than 14 nights	10%	10%	-	9%	-	17%	-	-
Don't know/ can't recall	3%	4%	-	3%	8%	-	-	13%

For the following question, please think about booking the holiday rather than going on the holiday.

Do you currently plan to book a cruise holiday of any length in the next 12 months (i.e. book between now and May 2014)?

Unweighted Base	2101	1105	192	1297	104	491	84	125
All UK Adults	2101	1084	199	1284	114	475	95	133
Yes, I do	8%	7%	6%	7%	3%	12%	6%	4%
No, I don't	82%	82%	80%	82%	95%	77%	87%	83%
Don't know	11%	11%	14%	11%	2%	11%	7%	13%

YouGov Survey Results

Sample Size: 2101

Fieldwork: 20th - 22nd May 2013

Total	Working Status						
Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other

Which, if any, of the following puts you off going on a cruise holiday? (Please tick all that apply. If nothing puts you off going on a cruise holiday, please tick the "Not applicable" option)

Unweighted Base	2101	1105	192	1297	104	491	84	125
All UK Adults	2101	1084	199	1284	114	475	95	133
They are too expensive	40%	43%	35%	41%	47%	34%	39%	43%
Not being able to get away from other holidaymakers I don't like	29%	28%	28%	28%	23%	34%	27%	25%
Being stuck on the ship for extended periods of time	37%	38%	34%	38%	44%	36%	31%	32%
Not being able to set my own itinerary	25%	26%	25%	26%	23%	27%	23%	15%
The threat of an illness (i.e. norovirus/ seasickness)	25%	25%	28%	25%	17%	30%	15%	27%
The threat of a shipwreck	10%	9%	11%	10%	15%	9%	8%	10%
Negative feedback/ word-of-mouth	5%	4%	7%	4%	3%	7%	6%	6%
Poor quality entertainment	11%	11%	12%	11%	26%	8%	8%	7%
Poor quality food	6%	6%	6%	6%	15%	4%	9%	7%
Other (Please see tab Q5 Other)	11%	10%	7%	9%	11%	18%	10%	6%
Don't know	3%	4%	4%	4%	2%	2%	2%	2%
Not applicable - nothing puts me off going on a cruise holiday	19%	17%	16%	17%	10%	23%	25%	27%

YouGov Survey Results

Sample Size: 2101

Fieldwork: 20th - 22nd May 2013

Total	Working Status						
Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other

Which, if any, of the following would tempt you to go on a cruise holiday? (Please tick all that apply. If nothing would tempt you to go on a cruise holiday, please tick the "Not applicable" option)

Unweighted Base	2101	1105	192	1297	104	491	84	125
All UK Adults	2101	1084	199	1284	114	475	95	133
The itinerary – I don't need to plan anything	13%	13%	8%	12%	9%	17%	9%	11%
If they were of lower or comparable costs to an all-inclusive holiday	32%	34%	30%	33%	32%	26%	30%	35%
If I didn't have to fly anywhere	12%	11%	12%	11%	8%	19%	11%	8%
They are multi-centre without unpacking (i.e. the ability to visit lots of different places without changing accommodation)	26%	25%	25%	25%	27%	30%	22%	26%
They have childcare facilities	4%	5%	4%	5%	3%	0%	6%	8%
The ability to explore the world	32%	33%	26%	32%	42%	30%	31%	32%
Waking up to a new place almost every day	29%	29%	27%	28%	27%	30%	33%	30%
Being with other travellers similar to me (e.g. travellers of the same age/ companionship)	10%	8%	6%	8%	18%	12%	19%	12%
The ability to go on educational/ special interest cruise holidays (e.g. cookery, diet, dance, art, etc.)	8%	8%	5%	7%	12%	9%	16%	7%
Other (Please see tab Q6 Other)	4%	2%	5%	3%	2%	6%	6%	3%
Don't know	8%	9%	6%	9%	9%	3%	13%	9%
Not applicable - nothing would tempt me to go on a cruise holiday	30%	27%	35%	28%	17%	40%	18%	27%

YouGov Survey Results

Sample Size: 2101

Fieldwork: 20th - 22nd May 2013

Total	Working Status						
Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other

Which ONE, if any, of the following types of people do you think a cruise holiday is MOST suited to?

Unweighted Base	2101	1105	192	1297	104	491	84	125
All UK Adults	2101	1084	199	1284	114	475	95	133
A family with children	6%	7%	6%	7%	7%	2%	4%	6%
Older people (aged 65+)	46%	49%	48%	49%	64%	40%	30%	38%
Couples without children	29%	27%	27%	27%	12%	35%	37%	39%
Single people	3%	3%	2%	3%	6%	2%	8%	0%
Other (Please see tab Q7 Other)	4%	3%	3%	3%	3%	7%	4%	4%
Don't know	13%	12%	14%	12%	8%	14%	17%	12%

YouGov Survey Results

Sample Size: 2101

Fieldwork: 20th - 22nd May 2013

Total	Working Status						
Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other

For the following question please only think about the cost of the cruise, i.e. not including flights, tours, spending money etc.
Please imagine you were looking to book a cruise holiday for 7 nights...

In general, approximately how much would you expect to pay per person for a cruise holiday for 7 nights in each of the following destinations?
(Please tick one option on each row)

The Caribbean

Unweighted Base	2101	1105	192	1297	104	491	84	125
All UK Adults	2101	1084	199	1284	114	475	95	133
Up to £500	5%	6%	2%	5%	7%	3%	10%	6%
£501 up to £1,000	21%	22%	22%	22%	16%	17%	31%	18%
£1,001 up to £1,500	29%	29%	36%	30%	36%	27%	16%	29%
£1,501 up to £2,000	17%	18%	11%	17%	14%	20%	17%	17%
More than £2,000	11%	11%	14%	12%	8%	10%	14%	11%
Don't know	17%	15%	14%	14%	20%	23%	14%	19%

The Mediterranean

Unweighted Base	2101	1105	192	1297	104	491	84	125
All UK Adults	2101	1084	199	1284	114	475	95	133
Up to £500	16%	19%	17%	19%	16%	11%	13%	12%
£501 up to £1,000	38%	37%	39%	37%	29%	40%	46%	37%
£1,001 up to £1,500	20%	21%	19%	20%	31%	17%	15%	13%
£1,501 up to £2,000	7%	7%	6%	7%	3%	8%	2%	14%
More than £2,000	3%	2%	6%	3%	3%	2%	10%	5%
Don't know	16%	14%	14%	14%	19%	22%	14%	18%

YouGov Survey Results

Sample Size: 2101

Fieldwork: 20th - 22nd May 2013

Total	Working Status						
Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other

Thinking about the recent media coverage of issues on cruise holidays such as the Costa Concordia sinking and outbreaks of norovirus...

Which ONE, if any, of the following statements BEST applies to you? (If you were not aware of any recent media coverage of issues on cruise holidays before taking this survey, please tick the "Not applicable" option)

Unweighted Base	2101	1105	192	1297	104	491	84	125
All UK Adults	2101	1084	199	1284	114	475	95	133
This <u>has put me off</u> cruise holidays completely, and I <u>would not consider</u> going on one	7%	5%	15%	7%	3%	7%	12%	13%
This <u>has put me off</u> cruise holidays a little, but I <u>would still consider</u> going on one	16%	18%	13%	17%	13%	16%	12%	13%
This <u>hasn't put me off</u> cruise holidays at all, I <u>would still consider</u> going on one	26%	27%	21%	26%	28%	25%	26%	32%
This hasn't changed my opinion of cruise holidays, I <u>wouldn't consider</u> going on one anyway	36%	36%	38%	36%	39%	42%	29%	22%
Don't know	6%	7%	4%	6%	6%	4%	12%	6%
Not applicable – I wasn't aware of any recent media coverage of issues on cruise holidays before taking this survey	8%	7%	9%	8%	9%	6%	10%	14%

YouGov Survey Results

Sample Size: 2101

Fieldwork: 20th - 22nd May 2013

Total	Working Status						
Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other

Before taking this survey, which, if any, of the following themes of cruise holiday have you heard of? (Please tick all that apply)

Unweighted Base	2101	1105	192	1297	104	491	84	125
All UK Adults	2101	1084	199	1284	114	475	95	133
River cruise (e.g. a cruise along the Danube, seeing European cities)	66%	63%	64%	63%	60%	80%	61%	55%
Cultural experience cruise (e.g. a cruise to see sights such as St. Petersburg)	43%	39%	45%	40%	42%	55%	38%	39%
Diet cruise (e.g. a cruise with the aim of losing weight during the holiday, with meals catered within the guidelines of a specific diet, such as Dukan)	2%	2%	3%	2%	1%	1%	5%	-
18-30s party ship	20%	21%	21%	21%	15%	19%	21%	20%
Other (Please see tab Q10 other)	4%	4%	6%	4%	1%	5%	2%	3%
Don't know	5%	5%	4%	5%	7%	3%	6%	5%
Not applicable - I haven't heard of any themes of cruise holidays	20%	21%	21%	21%	23%	15%	21%	30%

YouGov Survey Results

Sample Size: 2101

Fieldwork: 20th - 22nd May 2013

Total	Working Status						
Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other

If money was no object, which ONE, if any, of the following destinations would you MOST like to go to on a cruise holiday?

Unweighted Base	2101	1105	192	1297	104	491	84	125
All UK Adults	2101	1084	199	1284	114	475	95	133
Caribbean	21%	25%	27%	25%	30%	11%	19%	16%
Mediterranean (i.e. including River Cruises, Mediterranean and/ or Greek Isles)	11%	10%	14%	11%	13%	8%	15%	16%
Baltic (i.e. including Scandinavia)	7%	7%	5%	7%	11%	6%	7%	9%
Alaska	8%	9%	7%	8%	9%	7%	5%	4%
South Pacific (i.e. including Australia)	15%	14%	12%	14%	9%	21%	15%	8%
South America	6%	6%	3%	6%	8%	7%	4%	2%
Canada and New England	7%	7%	6%	6%	3%	9%	10%	11%
Trans-Atlantic	2%	1%	2%	2%	2%	1%	8%	7%
None of these	15%	12%	16%	13%	10%	23%	12%	16%
Don't know	8%	9%	8%	9%	5%	6%	5%	11%

YouGov Survey Results

Sample Size: 2101

Fieldwork: 20th - 22nd May 2013

Total	Marital Status				
Base	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married

Approximately how many holidays, if any, do you take abroad in the average year?

Unweighted Base	2101	1077	258	174	61	492
All UK Adults	2101	1052	265	166	54	522
0 – none	40%	38%	38%	50%	51%	42%
1	31%	34%	31%	30%	18%	29%
2	16%	17%	16%	12%	20%	15%
3	7%	7%	8%	5%	4%	6%
4	2%	3%	2%	0%	5%	2%
5	1%	1%	1%	2%	-	1%
6 or more	1%	1%	1%	2%	2%	2%
Don't know	2%	1%	2%	-	1%	5%

Have you been on a cruise holiday in the last 12 months (i.e. since May 2012)? (Please tick the option that BEST applies)

Unweighted Base	2101	1077	258	174	61	492
All UK Adults	2101	1052	265	166	54	522
Yes, I have	7%	8%	5%	7%	5%	5%
No, I haven't but I <u>have been</u> on a cruise holiday before	15%	18%	14%	17%	30%	9%
No, I haven't and I have <u>never been</u> on a cruise holiday before	78%	74%	81%	76%	64%	86%

YouGov Survey Results

Sample Size: 2101

Fieldwork: 20th - 22nd May 2013

Total	Marital Status				
Base	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married

You mentioned that you have been on a cruise holiday in the last 12 months...

How long was the cruise holiday that you have been on in the last 12 months? (If you have been on more than one cruise holiday in the last 12 months, please tick all the options that apply)

Unweighted Base	141	92	14	10	2	22
All UK Adults who have been on a cruise holiday in the last 12 months	144	87	14	11	3	28
1 to 3 nights	11%	7%	20%	12%	-	22%
4 to 6 nights	11%	12%	-	33%	-	4%
7 nights	32%	32%	24%	31%	-	40%
8 to 13 nights	31%	37%	25%	15%	100%	13%
14 nights	14%	15%	11%	9%	-	15%
Longer than 14 nights	10%	12%	9%	-	-	10%
Don't know/ can't recall	3%	1%	12%	-	-	7%

For the following question, please think about booking the holiday rather than going on the holiday.

Do you currently plan to book a cruise holiday of any length in the next 12 months (i.e. book between now and May 2014)?

Unweighted Base	2101	1077	258	174	61	492
All UK Adults	2101	1052	265	166	54	522
Yes, I do	8%	9%	8%	2%	7%	6%
No, I don't	82%	81%	81%	82%	87%	83%
Don't know	11%	10%	11%	16%	6%	11%

YouGov Survey Results

Sample Size: 2101

Fieldwork: 20th - 22nd May 2013

Total	Marital Status				
Base	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married

Which, if any, of the following puts you off going on a cruise holiday? (Please tick all that apply. If nothing puts you off going on a cruise holiday, please tick the "Not applicable" option)

Unweighted Base	2101	1077	258	174	61	492
All UK Adults	2101	1052	265	166	54	522
They are too expensive	40%	36%	43%	44%	40%	45%
Not being able to get away from other holidaymakers I don't like	29%	30%	26%	27%	25%	29%
Being stuck on the ship for extended periods of time	37%	37%	37%	26%	25%	40%
Not being able to set my own itinerary	25%	26%	26%	17%	20%	26%
The threat of an illness (i.e. norovirus/ seasickness)	25%	28%	23%	19%	19%	23%
The threat of a shipwreck	10%	9%	9%	11%	3%	12%
Negative feedback/ word-of-mouth	5%	5%	5%	5%	1%	5%
Poor quality entertainment	11%	8%	14%	9%	1%	16%
Poor quality food	6%	5%	7%	8%	2%	9%
Other (Please see tab Q5 Other)	11%	12%	10%	12%	22%	9%
Don't know	3%	3%	4%	5%	3%	3%
Not applicable - nothing puts me off going on a cruise holiday	19%	21%	19%	18%	26%	17%

YouGov Survey Results

Sample Size: 2101

Fieldwork: 20th - 22nd May 2013

Total	Marital Status				
Base	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married

Which, if any, of the following would tempt you to go on a cruise holiday? (Please tick all that apply. If nothing would tempt you to go on a cruise holiday, please tick the "Not applicable" option)

Unweighted Base	2101	1077	258	174	61	492
All UK Adults	2101	1052	265	166	54	522
The itinerary – I don't need to plan anything	13%	14%	11%	16%	14%	10%
If they were of lower or comparable costs to an all-inclusive holiday	32%	31%	37%	33%	22%	30%
If I didn't have to fly anywhere	12%	14%	11%	12%	8%	10%
They are multi-centre without unpacking (i.e. the ability to visit lots of different places without changing accommodation)	26%	28%	26%	27%	32%	23%
They have childcare facilities	4%	5%	5%	3%	4%	2%
The ability to explore the world	32%	30%	36%	24%	20%	37%
Waking up to a new place almost every day	29%	27%	35%	26%	32%	31%
Being with other travellers similar to me (e.g. travellers of the same age/ companionship)	10%	10%	7%	14%	17%	11%
The ability to go on educational/ special interest cruise holidays (e.g. cookery, diet, dance, art, etc.)	8%	8%	11%	8%	6%	8%
Other (Please see tab Q6 Other)	4%	3%	3%	3%	11%	4%
Don't know	8%	6%	11%	8%	4%	9%
Not applicable - nothing would tempt me to go on a cruise holiday	30%	33%	20%	32%	34%	27%

YouGov Survey Results

Sample Size: 2101

Fieldwork: 20th - 22nd May 2013

Total	Marital Status				
Base	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married

Which ONE, if any, of the following types of people do you think a cruise holiday is MOST suited to?

Unweighted Base	2101	1077	258	174	61	492
All UK Adults	2101	1052	265	166	54	522
A family with children	6%	6%	4%	3%	2%	6%
Older people (aged 65+)	46%	43%	44%	40%	40%	55%
Couples without children	29%	34%	32%	34%	32%	17%
Single people	3%	2%	4%	2%	9%	4%
Other (Please see tab Q7 Other)	4%	4%	4%	5%	6%	3%
Don't know	13%	11%	12%	15%	11%	16%

YouGov Survey Results

Sample Size: 2101

Fieldwork: 20th - 22nd May 2013

Total	Marital Status				
Base	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married

For the following question please only think about the cost of the cruise, i.e. not including flights, tours, spending money etc.
Please imagine you were looking to book a cruise holiday for 7 nights...

In general, approximately how much would you expect to pay per person for a cruise holiday for 7 nights in each of the following destinations?
(Please tick one option on each row)

The Caribbean

Unweighted Base	2101	1077	258	174	61	492
All UK Adults	2101	1052	265	166	54	522
Up to £500	5%	3%	5%	7%	3%	7%
£501 up to £1,000	21%	21%	23%	20%	9%	21%
£1,001 up to £1,500	29%	31%	30%	25%	44%	26%
£1,501 up to £2,000	17%	18%	16%	20%	12%	16%
More than £2,000	11%	12%	8%	10%	11%	11%
Don't know	17%	15%	17%	19%	22%	20%

The Mediterranean

Unweighted Base	2101	1077	258	174	61	492
All UK Adults	2101	1052	265	166	54	522
Up to £500	16%	16%	16%	14%	13%	17%
£501 up to £1,000	38%	40%	39%	41%	41%	33%
£1,001 up to £1,500	20%	19%	21%	18%	20%	20%
£1,501 up to £2,000	7%	8%	6%	8%	4%	5%
More than £2,000	3%	3%	2%	2%	-	4%
Don't know	16%	15%	17%	17%	22%	20%

YouGov Survey Results

Sample Size: 2101

Fieldwork: 20th - 22nd May 2013

Total	Marital Status				
Base	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married

Thinking about the recent media coverage of issues on cruise holidays such as the Costa Concordia sinking and outbreaks of norovirus...

Which ONE, if any, of the following statements BEST applies to you? (If you were not aware of any recent media coverage of issues on cruise holidays before taking this survey, please tick the "Not applicable" option)

Unweighted Base	2101	1077	258	174	61	492
All UK Adults	2101	1052	265	166	54	522
This <u>has put me off</u> cruise holidays completely, and I <u>would not consider</u> going on one	7%	7%	8%	5%	7%	7%
This <u>has put me off</u> cruise holidays a little, but I <u>would still consider</u> going on one	16%	18%	18%	18%	11%	12%
This <u>hasn't put me off</u> cruise holidays at all, I <u>would still consider</u> going on one	26%	25%	32%	27%	37%	25%
This hasn't changed my opinion of cruise holidays, I <u>wouldn't consider</u> going on one anyway	36%	38%	31%	34%	37%	38%
Don't know	6%	5%	6%	7%	2%	8%
Not applicable – I wasn't aware of any recent media coverage of issues on cruise holidays before taking this survey	8%	7%	6%	9%	7%	11%

YouGov Survey Results

Sample Size: 2101

Fieldwork: 20th - 22nd May 2013

Total	Marital Status				
Base	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married

Before taking this survey, which, if any, of the following themes of cruise holiday have you heard of? (Please tick all that apply)

Unweighted Base	2101	1077	258	174	61	492
All UK Adults	2101	1052	265	166	54	522
River cruise (e.g. a cruise along the Danube, seeing European cities)	66%	72%	64%	60%	77%	57%
Cultural experience cruise (e.g. a cruise to see sights such as St. Petersburg)	43%	46%	37%	44%	58%	37%
Diet cruise (e.g. a cruise with the aim of losing weight during the holiday, with meals catered within the guidelines of a specific diet, such as Dukan)	2%	2%	4%	2%	-	1%
18-30s party ship	20%	18%	25%	19%	15%	24%
Other (Please see tab Q10 other)	4%	5%	3%	3%	4%	3%
Don't know	5%	4%	5%	7%	-	6%
Not applicable - I haven't heard of any themes of cruise holidays	20%	19%	16%	26%	16%	26%

YouGov Survey Results

Sample Size: 2101

Fieldwork: 20th - 22nd May 2013

Total	Marital Status				
Base	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married

If money was no object, which ONE, if any, of the following destinations would you MOST like to go to on a cruise holiday?

Unweighted Base	2101	1077	258	174	61	492
All UK Adults	2101	1052	265	166	54	522
Caribbean	21%	19%	24%	20%	20%	24%
Mediterranean (i.e. including River Cruises, Mediterranean and/ or Greek Isles)	11%	10%	17%	11%	10%	9%
Baltic (i.e. including Scandinavia)	7%	7%	8%	3%	6%	8%
Alaska	8%	8%	7%	6%	4%	7%
South Pacific (i.e. including Australia)	15%	18%	14%	15%	12%	9%
South America	6%	7%	3%	4%	7%	6%
Canada and New England	7%	7%	7%	15%	12%	6%
Trans-Atlantic	2%	1%	3%	1%	1%	4%
None of these	15%	17%	8%	18%	22%	13%
Don't know	8%	6%	10%	6%	5%	12%

YouGov Survey Results

Sample Size: 2101

Fieldwork: 20th - 22nd May 2013

Total	Children in Household					
Base	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

Approximately how many holidays, if any, do you take abroad in the average year?

Unweighted Base	2101	1500	259	221	73	553	48
All UK Adults	2101	1473	270	230	84	583	45
0 – none	40%	41%	36%	40%	45%	39%	30%
1	31%	28%	45%	38%	26%	39%	24%
2	16%	17%	13%	11%	17%	13%	15%
3	7%	7%	2%	6%	6%	4%	12%
4	2%	3%	2%	1%	1%	2%	-
5	1%	0%	1%	2%	-	2%	3%
6 or more	1%	1%	1%	1%	2%	1%	-
Don't know	2%	2%	1%	-	4%	1%	16%

Have you been on a cruise holiday in the last 12 months (i.e. since May 2012)? (Please tick the option that BEST applies)

Unweighted Base	2101	1500	259	221	73	553	48
All UK Adults	2101	1473	270	230	84	583	45
Yes, I have	7%	6%	4%	9%	20%	8%	3%
No, I haven't but I <u>have been</u> on a cruise holiday before	15%	16%	13%	18%	7%	14%	19%
No, I haven't and I have <u>never been</u> on a cruise holiday before	78%	78%	83%	74%	73%	78%	78%

YouGov Survey Results

Sample Size: 2101

Fieldwork: 20th - 22nd May 2013

Total	Children in Household					
Base	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

You mentioned that you have been on a cruise holiday in the last 12 months...

How long was the cruise holiday that you have been on in the last 12 months? (If you have been on more than one cruise holiday in the last 12 months, please tick all the options that apply)

Unweighted Base	141	102	11	17	9	37	2
All UK Adults who have been on a cruise holiday in the last 12 months	144	94	11	20	17	48	1
1 to 3 nights	11%	9%	-	14%	31%	17%	-
4 to 6 nights	11%	8%	19%	28%	-	16%	-
7 nights	32%	30%	24%	36%	44%	36%	47%
8 to 13 nights	31%	33%	46%	34%	9%	28%	-
14 nights	14%	17%	10%	-	17%	8%	-
Longer than 14 nights	10%	14%	15%	-	-	3%	-
Don't know/ can't recall	3%	3%	4%	-	-	1%	53%

For the following question, please think about booking the holiday rather than going on the holiday.

Do you currently plan to book a cruise holiday of any length in the next 12 months (i.e. book between now and May 2014)?

Unweighted Base	2101	1500	259	221	73	553	48
All UK Adults	2101	1473	270	230	84	583	45
Yes, I do	8%	8%	4%	8%	7%	6%	14%
No, I don't	82%	81%	86%	85%	81%	85%	64%
Don't know	11%	11%	10%	7%	12%	9%	22%

YouGov Survey Results

Sample Size: 2101

Fieldwork: 20th - 22nd May 2013

Total	Children in Household					
Base	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

Which, if any, of the following puts you off going on a cruise holiday? (Please tick all that apply. If nothing puts you off going on a cruise holiday, please tick the "Not applicable" option)

Unweighted Base	2101	1500	259	221	73	553	48
All UK Adults	2101	1473	270	230	84	583	45
They are too expensive	40%	38%	44%	48%	40%	45%	36%
Not being able to get away from other holidaymakers I don't like	29%	31%	25%	20%	21%	23%	20%
Being stuck on the ship for extended periods of time	37%	39%	33%	36%	30%	34%	19%
Not being able to set my own itinerary	25%	27%	25%	21%	9%	21%	13%
The threat of an illness (i.e. norovirus/ seasickness)	25%	28%	23%	19%	20%	21%	9%
The threat of a shipwreck	10%	8%	12%	13%	22%	14%	14%
Negative feedback/ word-of-mouth	5%	5%	3%	4%	3%	3%	7%
Poor quality entertainment	11%	12%	9%	9%	11%	9%	15%
Poor quality food	6%	7%	3%	8%	5%	6%	9%
Other (Please see tab Q5 Other)	11%	13%	10%	8%	4%	8%	3%
Don't know	3%	3%	4%	5%	3%	4%	12%
Not applicable - nothing puts me off going on a cruise holiday	19%	20%	19%	14%	16%	16%	27%

YouGov Survey Results

Sample Size: 2101

Fieldwork: 20th - 22nd May 2013

Total	Children in Household					
Base	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

Which, if any, of the following would tempt you to go on a cruise holiday? (Please tick all that apply. If nothing would tempt you to go on a cruise holiday, please tick the "Not applicable" option)

Unweighted Base	2101	1500	259	221	73	553	48
All UK Adults	2101	1473	270	230	84	583	45
The itinerary – I don't need to plan anything	13%	14%	14%	10%	6%	11%	3%
If they were of lower or comparable costs to an all-inclusive holiday	32%	31%	35%	34%	34%	35%	24%
If I didn't have to fly anywhere	12%	14%	7%	11%	5%	9%	4%
They are multi-centre without unpacking (i.e. the ability to visit lots of different places without changing accommodation)	26%	28%	23%	24%	16%	22%	14%
They have childcare facilities	4%	1%	7%	16%	21%	12%	-
The ability to explore the world	32%	34%	28%	28%	23%	28%	21%
Waking up to a new place almost every day	29%	31%	23%	30%	17%	25%	16%
Being with other travellers similar to me (e.g. travellers of the same age/ companionship)	10%	11%	9%	10%	7%	9%	6%
The ability to go on educational/ special interest cruise holidays (e.g. cookery, diet, dance, art, etc.)	8%	9%	5%	5%	9%	5%	10%
Other (Please see tab Q6 Other)	4%	4%	2%	2%	3%	2%	-
Don't know	8%	6%	10%	9%	9%	10%	19%
Not applicable - nothing would tempt me to go on a cruise holiday	30%	31%	28%	21%	24%	24%	42%

YouGov Survey Results

Sample Size: 2101

Fieldwork: 20th - 22nd May 2013

Total	Children in Household					
Base	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

Which ONE, if any, of the following types of people do you think a cruise holiday is MOST suited to?

Unweighted Base	2101	1500	259	221	73	553	48
All UK Adults	2101	1473	270	230	84	583	45
A family with children	6%	4%	6%	11%	14%	9%	3%
Older people (aged 65+)	46%	47%	50%	45%	34%	46%	33%
Couples without children	29%	30%	28%	30%	28%	29%	19%
Single people	3%	3%	1%	2%	11%	3%	5%
Other (Please see tab Q7 Other)	4%	4%	3%	1%	2%	2%	8%
Don't know	13%	13%	12%	11%	10%	11%	33%

YouGov Survey Results

Sample Size: 2101

Fieldwork: 20th - 22nd May 2013

Total	Children in Household					
Base	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

For the following question please only think about the cost of the cruise, i.e. not including flights, tours, spending money etc.
Please imagine you were looking to book a cruise holiday for 7 nights...

In general, approximately how much would you expect to pay per person for a cruise holiday for 7 nights in each of the following destinations?
(Please tick one option on each row)

The Caribbean

Unweighted Base	2101	1500	259	221	73	553	48
All UK Adults	2101	1473	270	230	84	583	45
Up to £500	5%	4%	5%	11%	11%	8%	7%
£501 up to £1,000	21%	21%	22%	13%	25%	19%	17%
£1,001 up to £1,500	29%	28%	32%	37%	21%	32%	17%
£1,501 up to £2,000	17%	18%	18%	14%	11%	15%	23%
More than £2,000	11%	11%	10%	13%	11%	11%	12%
Don't know	17%	18%	13%	11%	21%	13%	24%

The Mediterranean

Unweighted Base	2101	1500	259	221	73	553	48
All UK Adults	2101	1473	270	230	84	583	45
Up to £500	16%	15%	19%	18%	16%	18%	17%
£501 up to £1,000	38%	40%	37%	33%	33%	35%	15%
£1,001 up to £1,500	20%	17%	20%	30%	19%	24%	34%
£1,501 up to £2,000	7%	7%	9%	5%	9%	8%	9%
More than £2,000	3%	3%	3%	3%	3%	3%	2%
Don't know	16%	18%	12%	11%	21%	13%	24%

YouGov Survey Results

Sample Size: 2101

Fieldwork: 20th - 22nd May 2013

Total	Children in Household					
Base	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

Thinking about the recent media coverage of issues on cruise holidays such as the Costa Concordia sinking and outbreaks of norovirus...

Which ONE, if any, of the following statements BEST applies to you? (If you were not aware of any recent media coverage of issues on cruise holidays before taking this survey, please tick the "Not applicable" option)

Unweighted Base	2101	1500	259	221	73	553	48
All UK Adults	2101	1473	270	230	84	583	45
This <u>has put me off</u> cruise holidays completely, and I <u>would not consider</u> going on one	7%	7%	9%	7%	9%	8%	9%
This <u>has put me off</u> cruise holidays a little, but I <u>would still consider</u> going on one	16%	15%	14%	23%	30%	20%	16%
This <u>hasn't put me off</u> cruise holidays at all, I <u>would still consider</u> going on one	26%	27%	28%	23%	18%	24%	14%
This hasn't changed my opinion of cruise holidays, I <u>wouldn't consider</u> going on one anyway	36%	39%	30%	33%	25%	31%	26%
Don't know	6%	5%	7%	9%	8%	8%	13%
Not applicable – I wasn't aware of any recent media coverage of issues on cruise holidays before taking this survey	8%	7%	13%	5%	10%	9%	22%

YouGov Survey Results

Sample Size: 2101

Fieldwork: 20th - 22nd May 2013

Total	Children in Household					
Base	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

Before taking this survey, which, if any, of the following themes of cruise holiday have you heard of? (Please tick all that apply)

Unweighted Base	2101	1500	259	221	73	553	48
All UK Adults	2101	1473	270	230	84	583	45
River cruise (e.g. a cruise along the Danube, seeing European cities)	66%	70%	62%	54%	60%	58%	38%
Cultural experience cruise (e.g. a cruise to see sights such as St. Petersburg)	43%	46%	35%	37%	37%	36%	32%
Diet cruise (e.g. a cruise with the aim of losing weight during the holiday, with meals catered within the guidelines of a specific diet, such as Dukan)	2%	2%	1%	3%	2%	2%	5%
18-30s party ship	20%	21%	22%	21%	16%	20%	13%
Other (Please see tab Q10 other)	4%	4%	2%	2%	10%	4%	2%
Don't know	5%	3%	7%	9%	8%	8%	3%
Not applicable - I haven't heard of any themes of cruise holidays	20%	20%	22%	23%	14%	21%	38%

YouGov Survey Results

Sample Size: 2101

Fieldwork: 20th - 22nd May 2013

Total	Children in Household					
Base	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

If money was no object, which ONE, if any, of the following destinations would you MOST like to go to on a cruise holiday?

Unweighted Base	2101	1500	259	221	73	553	48
All UK Adults	2101	1473	270	230	84	583	45
Caribbean	21%	18%	29%	28%	31%	29%	22%
Mediterranean (i.e. including River Cruises, Mediterranean and/ or Greek Isles)	11%	10%	13%	16%	14%	14%	7%
Baltic (i.e. including Scandinavia)	7%	7%	8%	4%	4%	6%	6%
Alaska	8%	8%	9%	9%	6%	8%	2%
South Pacific (i.e. including Australia)	15%	17%	9%	10%	12%	10%	7%
South America	6%	6%	3%	6%	3%	4%	7%
Canada and New England	7%	7%	7%	7%	11%	8%	1%
Trans-Atlantic	2%	2%	2%	5%	1%	3%	-
None of these	15%	17%	11%	10%	8%	10%	18%
Don't know	8%	7%	11%	5%	10%	9%	29%

YouGov Survey Results

Sample Size: 2101

Fieldwork: 20th - 22nd May 2013

Total	Government Region						
Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London

Approximately how many holidays, if any, do you take abroad in the average year?

Unweighted Base	2101	84	222	171	146	166	197	305
All UK Adults	2101	97	227	178	152	185	195	261
0 – none	40%	46%	35%	44%	37%	45%	43%	30%
1	31%	28%	46%	26%	30%	30%	30%	27%
2	16%	14%	9%	16%	20%	20%	16%	24%
3	7%	6%	5%	7%	9%	3%	8%	9%
4	2%	3%	1%	3%	1%	2%	1%	3%
5	1%	2%	-	0%	1%	-	0%	2%
6 or more	1%	1%	1%	2%	1%	-	1%	2%
Don't know	2%	1%	2%	1%	-	0%	0%	3%

Have you been on a cruise holiday in the last 12 months (i.e. since May 2012)? (Please tick the option that BEST applies)

Unweighted Base	2101	84	222	171	146	166	197	305
All UK Adults	2101	97	227	178	152	185	195	261
Yes, I have	7%	11%	6%	6%	5%	9%	6%	7%
No, I haven't but I <u>have been</u> on a cruise holiday before	15%	5%	16%	17%	21%	14%	17%	22%
No, I haven't and I have <u>never been</u> on a cruise holiday before	78%	83%	78%	77%	74%	77%	77%	71%

YouGov Survey Results

Sample Size: 2101

Fieldwork: 20th - 22nd May 2013

Total	Government Region						
Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London

You mentioned that you have been on a cruise holiday in the last 12 months...

How long was the cruise holiday that you have been on in the last 12 months? (If you have been on more than one cruise holiday in the last 12 months, please tick all the options that apply)

Unweighted Base	141	7	13	13	5	17	12	23
All UK Adults who have been on a cruise holiday in the last 12 months	144	11	14	11	7	16	11	19
1 to 3 nights	11%	26%	33%	-	39%	6%	-	-
4 to 6 nights	11%	-	26%	12%	16%	6%	37%	13%
7 nights	32%	45%	25%	25%	37%	18%	17%	57%
8 to 13 nights	31%	29%	14%	61%	-	18%	42%	35%
14 nights	14%	-	8%	18%	8%	37%	15%	9%
Longer than 14 nights	10%	-	-	11%	-	16%	-	9%
Don't know/ can't recall	3%	-	4%	-	-	7%	4%	6%

For the following question, please think about booking the holiday rather than going on the holiday.

Do you currently plan to book a cruise holiday of any length in the next 12 months (i.e. book between now and May 2014)?

Unweighted Base	2101	84	222	171	146	166	197	305
All UK Adults	2101	97	227	178	152	185	195	261
Yes, I do	8%	10%	6%	6%	5%	9%	7%	12%
No, I don't	82%	77%	88%	84%	82%	77%	86%	75%
Don't know	11%	13%	6%	9%	13%	15%	7%	13%

YouGov Survey Results

Sample Size: 2101

Fieldwork: 20th - 22nd May 2013

Total	Government Region						
Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London

Which, if any, of the following puts you off going on a cruise holiday? (Please tick all that apply. If nothing puts you off going on a cruise holiday, please tick the "Not applicable" option)

Unweighted Base	2101	84	222	171	146	166	197	305
All UK Adults	2101	97	227	178	152	185	195	261
They are too expensive	40%	46%	35%	38%	40%	39%	38%	37%
Not being able to get away from other holidaymakers I don't like	29%	15%	25%	26%	28%	32%	22%	31%
Being stuck on the ship for extended periods of time	37%	34%	32%	33%	35%	37%	37%	38%
Not being able to set my own itinerary	25%	22%	20%	30%	24%	28%	24%	23%
The threat of an illness (i.e. norovirus/ seasickness)	25%	20%	23%	26%	26%	26%	29%	22%
The threat of a shipwreck	10%	11%	9%	11%	8%	11%	11%	10%
Negative feedback/ word-of-mouth	5%	2%	3%	4%	3%	2%	5%	6%
Poor quality entertainment	11%	8%	10%	9%	10%	14%	10%	14%
Poor quality food	6%	8%	4%	6%	3%	8%	9%	9%
Other (Please see tab Q5 Other)	11%	8%	13%	14%	10%	12%	7%	14%
Don't know	3%	3%	4%	6%	1%	4%	3%	4%
Not applicable - nothing puts me off going on a cruise holiday	19%	10%	21%	17%	21%	22%	23%	16%

YouGov Survey Results

Sample Size: 2101

Fieldwork: 20th - 22nd May 2013

Total	Government Region						
Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London

Which, if any, of the following would tempt you to go on a cruise holiday? (Please tick all that apply. If nothing would tempt you to go on a cruise holiday, please tick the "Not applicable" option)

Unweighted Base	2101	84	222	171	146	166	197	305
All UK Adults	2101	97	227	178	152	185	195	261
The itinerary – I don't need to plan anything	13%	7%	13%	11%	8%	15%	14%	16%
If they were of lower or comparable costs to an all-inclusive holiday	32%	34%	31%	29%	33%	31%	32%	31%
If I didn't have to fly anywhere	12%	7%	11%	11%	12%	10%	13%	14%
They are multi-centre without unpacking (i.e. the ability to visit lots of different places without changing accommodation)	26%	15%	20%	21%	22%	28%	31%	29%
They have childcare facilities	4%	6%	3%	4%	5%	3%	3%	6%
The ability to explore the world	32%	29%	28%	28%	31%	32%	34%	32%
Waking up to a new place almost every day	29%	23%	24%	28%	24%	38%	30%	26%
Being with other travellers similar to me (e.g. travellers of the same age/ companionship)	10%	6%	8%	8%	11%	12%	7%	12%
The ability to go on educational/ special interest cruise holidays (e.g. cookery, diet, dance, art, etc.)	8%	2%	8%	6%	8%	8%	6%	10%
Other (Please see tab Q6 Other)	4%	5%	2%	4%	3%	2%	3%	3%
Don't know	8%	10%	12%	7%	6%	9%	7%	8%
Not applicable - nothing would tempt me to go on a cruise holiday	30%	24%	32%	29%	25%	30%	31%	28%

YouGov Survey Results

Sample Size: 2101

Fieldwork: 20th - 22nd May 2013

Total	Government Region						
Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London

Which ONE, if any, of the following types of people do you think a cruise holiday is MOST suited to?

Unweighted Base	2101	84	222	171	146	166	197	305
All UK Adults	2101	97	227	178	152	185	195	261
A family with children	6%	9%	5%	8%	4%	3%	6%	7%
Older people (aged 65+)	46%	46%	47%	44%	39%	45%	49%	44%
Couples without children	29%	26%	31%	32%	42%	35%	26%	22%
Single people	3%	7%	2%	1%	4%	1%	2%	5%
Other (Please see tab Q7 Other)	4%	6%	4%	3%	1%	2%	4%	7%
Don't know	13%	5%	12%	12%	10%	14%	14%	15%

YouGov Survey Results

Sample Size: 2101

Fieldwork: 20th - 22nd May 2013

Total	Government Region						
Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London

For the following question please only think about the cost of the cruise, i.e. not including flights, tours, spending money etc.

Please imagine you were looking to book a cruise holiday for 7 nights...

In general, approximately how much would you expect to pay per person for a cruise holiday for 7 nights in each of the following destinations?
(Please tick one option on each row)

The Caribbean

Unweighted Base	2101	84	222	171	146	166	197	305
All UK Adults	2101	97	227	178	152	185	195	261
Up to £500	5%	11%	5%	4%	7%	3%	6%	8%
£501 up to £1,000	21%	17%	26%	23%	20%	15%	19%	22%
£1,001 up to £1,500	29%	26%	27%	33%	30%	29%	32%	28%
£1,501 up to £2,000	17%	22%	13%	16%	14%	18%	21%	15%
More than £2,000	11%	12%	7%	9%	16%	12%	9%	12%
Don't know	17%	10%	20%	15%	13%	22%	13%	15%

The Mediterranean

Unweighted Base	2101	84	222	171	146	166	197	305
All UK Adults	2101	97	227	178	152	185	195	261
Up to £500	16%	20%	24%	17%	18%	11%	15%	17%
£501 up to £1,000	38%	33%	36%	38%	39%	37%	41%	40%
£1,001 up to £1,500	20%	27%	14%	20%	16%	22%	23%	15%
£1,501 up to £2,000	7%	7%	5%	6%	6%	7%	7%	9%
More than £2,000	3%	3%	1%	5%	7%	1%	2%	4%
Don't know	16%	10%	19%	15%	13%	22%	12%	15%

YouGov Survey Results

Sample Size: 2101

Fieldwork: 20th - 22nd May 2013

Total	Government Region						
Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London

Thinking about the recent media coverage of issues on cruise holidays such as the Costa Concordia sinking and outbreaks of norovirus...

Which ONE, if any, of the following statements BEST applies to you? (If you were not aware of any recent media coverage of issues on cruise holidays before taking this survey, please tick the "Not applicable" option)

Unweighted Base	2101	84	222	171	146	166	197	305
All UK Adults	2101	97	227	178	152	185	195	261
This <u>has put me off</u> cruise holidays completely, and I <u>would not consider</u> going on one	7%	7%	8%	5%	6%	9%	13%	8%
This <u>has put me off</u> cruise holidays a little, but I <u>would still consider</u> going on one	16%	11%	12%	13%	24%	16%	15%	17%
This <u>hasn't put me off</u> cruise holidays at all, I <u>would still consider</u> going on one	26%	25%	24%	25%	28%	29%	26%	28%
This hasn't changed my opinion of cruise holidays, I <u>wouldn't consider</u> going on one anyway	36%	40%	38%	42%	29%	32%	32%	35%
Don't know	6%	11%	9%	6%	2%	8%	4%	7%
Not applicable – I wasn't aware of any recent media coverage of issues on cruise holidays before taking this survey	8%	5%	9%	9%	11%	6%	10%	6%

YouGov Survey Results

Sample Size: 2101

Fieldwork: 20th - 22nd May 2013

Total	Government Region						
Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London

Before taking this survey, which, if any, of the following themes of cruise holiday have you heard of? (Please tick all that apply)

Unweighted Base	2101	84	222	171	146	166	197	305
All UK Adults	2101	97	227	178	152	185	195	261
River cruise (e.g. a cruise along the Danube, seeing European cities)	66%	59%	61%	70%	66%	68%	70%	65%
Cultural experience cruise (e.g. a cruise to see sights such as St. Petersburg)	43%	42%	39%	40%	42%	42%	46%	43%
Diet cruise (e.g. a cruise with the aim of losing weight during the holiday, with meals catered within the guidelines of a specific diet, such as Dukan)	2%	-	1%	0%	2%	1%	5%	4%
18-30s party ship	20%	18%	25%	18%	16%	20%	27%	21%
Other (Please see tab Q10 other)	4%	1%	3%	3%	6%	2%	6%	3%
Don't know	5%	6%	8%	7%	2%	8%	1%	3%
Not applicable - I haven't heard of any themes of cruise holidays	20%	19%	24%	19%	21%	18%	17%	21%

YouGov Survey Results

Sample Size: 2101

Fieldwork: 20th - 22nd May 2013

Total	Government Region						
Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London

If money was no object, which ONE, if any, of the following destinations would you MOST like to go to on a cruise holiday?

Unweighted Base	2101	84	222	171	146	166	197	305
All UK Adults	2101	97	227	178	152	185	195	261
Caribbean	21%	26%	21%	25%	13%	17%	23%	30%
Mediterranean (i.e. including River Cruises, Mediterranean and/ or Greek Isles)	11%	12%	9%	14%	15%	9%	7%	10%
Baltic (i.e. including Scandinavia)	7%	11%	7%	6%	9%	6%	10%	6%
Alaska	8%	3%	9%	5%	10%	8%	10%	10%
South Pacific (i.e. including Australia)	15%	13%	12%	13%	18%	20%	15%	11%
South America	6%	7%	4%	4%	8%	7%	4%	5%
Canada and New England	7%	5%	13%	8%	8%	9%	10%	3%
Trans-Atlantic	2%	3%	2%	1%	0%	2%	2%	2%
None of these	15%	13%	14%	17%	15%	13%	17%	14%
Don't know	8%	7%	11%	7%	4%	9%	4%	8%

YouGov Survey Results

Sample Size: 2101

Fieldwork: 20th - 22nd May 2013

Total	Government Region					Social Media (monthly or more)			
Base	South East	South West	Wales	Scotland	Northern Ireland	Facebook	LinkedIn	Google+	Twitter

Approximately how many holidays, if any, do you take abroad in the average year?

Unweighted Base	2101	311	182	88	174	55	1299	263	105	496
All UK Adults	2101	304	162	103	179	59	1327	234	94	505
0 – none	40%	38%	45%	41%	39%	60%	38%	25%	37%	35%
1	31%	29%	30%	42%	31%	24%	34%	36%	36%	37%
2	16%	15%	14%	12%	19%	2%	16%	22%	12%	17%
3	7%	7%	8%	1%	4%	11%	6%	11%	7%	5%
4	2%	5%	-	2%	3%	2%	2%	4%	4%	3%
5	1%	1%	1%	-	1%	-	1%	-	3%	0%
6 or more	1%	2%	1%	-	1%	-	1%	1%	1%	1%
Don't know	2%	4%	2%	2%	2%	1%	1%	1%	-	1%

Have you been on a cruise holiday in the last 12 months (i.e. since May 2012)? (Please tick the option that BEST applies)

Unweighted Base	2101	311	182	88	174	55	1299	263	105	496
All UK Adults	2101	304	162	103	179	59	1327	234	94	505
Yes, I have	7%	8%	5%	4%	7%	4%	7%	6%	10%	5%
No, I haven't but I <u>have been</u> on a cruise holiday before	15%	10%	18%	11%	12%	17%	15%	18%	17%	15%
No, I haven't and I have <u>never been</u> on a cruise holiday before	78%	81%	77%	84%	80%	79%	79%	76%	73%	80%

YouGov Survey Results

Sample Size: 2101

Fieldwork: 20th - 22nd May 2013

Total	Government Region					Social Media (monthly or more)			
Base	South East	South West	Wales	Scotland	Northern Ireland	Facebook	LinkedIn	Google+	Twitter

You mentioned that you have been on a cruise holiday in the last 12 months...

How long was the cruise holiday that you have been on in the last 12 months? (If you have been on more than one cruise holiday in the last 12 months, please tick all the options that apply)

Unweighted Base	141	23	9	4	12	3	84	13	11	25
All UK Adults who have been on a cruise holiday in the last 12 months	144	25	9	4	13	2	90	13	9	28
1 to 3 nights	11%	6%	-	-	27%	-	12%	5%	-	14%
4 to 6 nights	11%	3%	-	-	-	23%	9%	20%	10%	10%
7 nights	32%	35%	34%	28%	23%	-	34%	21%	53%	27%
8 to 13 nights	31%	34%	40%	25%	31%	16%	30%	42%	17%	23%
14 nights	14%	19%	-	-	6%	62%	12%	-	12%	15%
Longer than 14 nights	10%	12%	25%	29%	20%	-	10%	8%	18%	10%
Don't know/ can't recall	3%	-	-	18%	-	-	4%	4%	-	4%

For the following question, please think about booking the holiday rather than going on the holiday.

Do you currently plan to book a cruise holiday of any length in the next 12 months (i.e. book between now and May 2014)?

Unweighted Base	2101	311	182	88	174	55	1299	263	105	496
All UK Adults	2101	304	162	103	179	59	1327	234	94	505
Yes, I do	8%	8%	5%	4%	9%	9%	7%	8%	11%	6%
No, I don't	82%	79%	87%	87%	81%	78%	83%	83%	78%	85%
Don't know	11%	13%	9%	9%	11%	13%	10%	10%	11%	9%

YouGov Survey Results

Sample Size: 2101

Fieldwork: 20th - 22nd May 2013

Total	Government Region					Social Media (monthly or more)			
Base	South East	South West	Wales	Scotland	Northern Ireland	Facebook	LinkedIn	Google+	Twitter

Which, if any, of the following puts you off going on a cruise holiday? (Please tick all that apply. If nothing puts you off going on a cruise holiday, please tick the "Not applicable" option)

Unweighted Base	2101	311	182	88	174	55	1299	263	105	496
All UK Adults	2101	304	162	103	179	59	1327	234	94	505
They are too expensive	40%	40%	44%	52%	39%	55%	42%	36%	37%	40%
Not being able to get away from other holidaymakers I don't like	29%	33%	30%	37%	29%	31%	26%	31%	25%	26%
Being stuck on the ship for extended periods of time	37%	42%	32%	38%	44%	36%	37%	43%	46%	42%
Not being able to set my own itinerary	25%	28%	23%	26%	31%	17%	24%	31%	24%	25%
The threat of an illness (i.e. norovirus/ seasickness)	25%	30%	25%	24%	24%	31%	24%	25%	26%	24%
The threat of a shipwreck	10%	9%	9%	12%	7%	8%	9%	8%	16%	9%
Negative feedback/ word-of-mouth	5%	8%	4%	8%	4%	10%	5%	5%	4%	5%
Poor quality entertainment	11%	12%	12%	14%	9%	6%	12%	16%	12%	15%
Poor quality food	6%	6%	7%	6%	5%	7%	7%	8%	7%	9%
Other (Please see tab Q5 Other)	11%	11%	13%	7%	9%	22%	11%	11%	10%	12%
Don't know	3%	3%	0%	1%	4%	2%	3%	1%	3%	2%
Not applicable - nothing puts me off going on a cruise holiday	19%	16%	23%	21%	20%	15%	19%	20%	11%	20%

YouGov Survey Results

Sample Size: 2101

Fieldwork: 20th - 22nd May 2013

Total	Government Region					Social Media (monthly or more)			
Base	South East	South West	Wales	Scotland	Northern Ireland	Facebook	LinkedIn	Google+	Twitter

Which, if any, of the following would tempt you to go on a cruise holiday? (Please tick all that apply. If nothing would tempt you to go on a cruise holiday, please tick the "Not applicable" option)

Unweighted Base	2101	311	182	88	174	55	1299	263	105	496
All UK Adults	2101	304	162	103	179	59	1327	234	94	505
The itinerary – I don't need to plan anything	13%	16%	12%	11%	11%	10%	13%	15%	14%	11%
If they were of lower or comparable costs to an all-inclusive holiday	32%	32%	28%	32%	35%	32%	35%	34%	33%	34%
If I didn't have to fly anywhere	12%	19%	13%	12%	8%	10%	12%	15%	9%	11%
They are multi-centre without unpacking (i.e. the ability to visit lots of different places without changing accommodation)	26%	31%	22%	30%	32%	27%	26%	32%	27%	26%
They have childcare facilities	4%	4%	5%	8%	2%	3%	5%	5%	10%	3%
The ability to explore the world	32%	34%	34%	33%	34%	34%	35%	37%	39%	39%
Waking up to a new place almost every day	29%	34%	20%	32%	33%	39%	32%	36%	34%	35%
Being with other travellers similar to me (e.g. travellers of the same age/ companionship)	10%	12%	15%	8%	8%	14%	10%	11%	15%	8%
The ability to go on educational/ special interest cruise holidays (e.g. cookery, diet, dance, art, etc.)	8%	10%	10%	6%	10%	6%	7%	11%	8%	8%
Other (Please see tab Q6 Other)	4%	7%	4%	2%	2%	9%	4%	5%	3%	2%
Don't know	8%	8%	7%	5%	6%	1%	8%	6%	3%	8%
Not applicable - nothing would tempt me to go on a cruise holiday	30%	27%	36%	37%	31%	27%	26%	25%	30%	25%

YouGov Survey Results

Sample Size: 2101

Fieldwork: 20th - 22nd May 2013

Total	Government Region					Social Media (monthly or more)			
Base	South East	South West	Wales	Scotland	Northern Ireland	Facebook	LinkedIn	Google+	Twitter

Which ONE, if any, of the following types of people do you think a cruise holiday is MOST suited to?

Unweighted Base	2101	311	182	88	174	55	1299	263	105	496
All UK Adults	2101	304	162	103	179	59	1327	234	94	505
A family with children	6%	7%	1%	1%	8%	5%	6%	7%	13%	8%
Older people (aged 65+)	46%	48%	39%	61%	45%	58%	49%	53%	41%	56%
Couples without children	29%	24%	37%	23%	30%	22%	29%	25%	33%	24%
Single people	3%	3%	4%	4%	1%	1%	2%	2%	2%	1%
Other (Please see tab Q7 Other)	4%	4%	6%	3%	2%	5%	3%	2%	4%	3%
Don't know	13%	15%	14%	8%	14%	9%	10%	11%	8%	8%

YouGov Survey Results

Sample Size: 2101

Fieldwork: 20th - 22nd May 2013

Total	Government Region					Social Media (monthly or more)			
Base	South East	South West	Wales	Scotland	Northern Ireland	Facebook	LinkedIn	Google+	Twitter

For the following question please only think about the cost of the cruise, i.e. not including flights, tours, spending money etc.
Please imagine you were looking to book a cruise holiday for 7 nights...

In general, approximately how much would you expect to pay per person for a cruise holiday for 7 nights in each of the following destinations?
(Please tick one option on each row)

The Caribbean

Unweighted Base	2101	311	182	88	174	55	1299	263	105	496
All UK Adults	2101	304	162	103	179	59	1327	234	94	505
Up to £500	5%	2%	4%	2%	3%	5%	5%	2%	7%	6%
£501 up to £1,000	21%	15%	23%	18%	24%	34%	23%	24%	17%	19%
£1,001 up to £1,500	29%	33%	20%	34%	26%	20%	31%	29%	30%	31%
£1,501 up to £2,000	17%	19%	14%	24%	20%	14%	17%	20%	22%	18%
More than £2,000	11%	14%	14%	7%	12%	6%	11%	14%	13%	10%
Don't know	17%	18%	24%	14%	15%	22%	14%	11%	11%	17%

The Mediterranean

Unweighted Base	2101	311	182	88	174	55	1299	263	105	496
All UK Adults	2101	304	162	103	179	59	1327	234	94	505
Up to £500	16%	10%	18%	14%	15%	22%	16%	17%	20%	17%
£501 up to £1,000	38%	39%	30%	45%	38%	34%	40%	38%	24%	40%
£1,001 up to £1,500	20%	21%	19%	23%	23%	13%	21%	23%	33%	19%
£1,501 up to £2,000	7%	9%	7%	4%	8%	5%	7%	9%	5%	5%
More than £2,000	3%	4%	3%	1%	1%	4%	3%	3%	8%	3%
Don't know	16%	17%	22%	14%	15%	22%	14%	10%	11%	16%

YouGov Survey Results

Sample Size: 2101

Fieldwork: 20th - 22nd May 2013

Total	Government Region					Social Media (monthly or more)			
Base	South East	South West	Wales	Scotland	Northern Ireland	Facebook	LinkedIn	Google+	Twitter

Thinking about the recent media coverage of issues on cruise holidays such as the Costa Concordia sinking and outbreaks of norovirus...

Which ONE, if any, of the following statements BEST applies to you? (If you were not aware of any recent media coverage of issues on cruise holidays before taking this survey, please tick the "Not applicable" option)

Unweighted Base	2101	311	182	88	174	55	1299	263	105	496
All UK Adults	2101	304	162	103	179	59	1327	234	94	505
This <u>has put me off</u> cruise holidays completely, and I <u>would not consider</u> going on one	7%	6%	8%	6%	4%	4%	7%	8%	10%	7%
This <u>has put me off</u> cruise holidays a little, but I <u>would still consider</u> going on one	16%	21%	14%	21%	16%	17%	17%	15%	16%	16%
This <u>hasn't put me off</u> cruise holidays at all, I <u>would still consider</u> going on one	26%	22%	26%	22%	30%	34%	28%	31%	26%	30%
This hasn't changed my opinion of cruise holidays, I <u>wouldn't consider</u> going on one anyway	36%	38%	41%	39%	38%	30%	35%	39%	36%	39%
Don't know	6%	7%	4%	2%	4%	5%	7%	2%	5%	3%
Not applicable – I wasn't aware of any recent media coverage of issues on cruise holidays before taking this survey	8%	6%	8%	10%	8%	10%	6%	4%	6%	5%

YouGov Survey Results

Sample Size: 2101

Fieldwork: 20th - 22nd May 2013

Total	Government Region					Social Media (monthly or more)			
Base	South East	South West	Wales	Scotland	Northern Ireland	Facebook	LinkedIn	Google+	Twitter

Before taking this survey, which, if any, of the following themes of cruise holiday have you heard of? (Please tick all that apply)

Unweighted Base	2101	311	182	88	174	55	1299	263	105	496
All UK Adults	2101	304	162	103	179	59	1327	234	94	505
River cruise (e.g. a cruise along the Danube, seeing European cities)	66%	68%	68%	73%	62%	56%	67%	72%	61%	65%
Cultural experience cruise (e.g. a cruise to see sights such as St. Petersburg)	43%	44%	45%	49%	44%	46%	43%	49%	40%	44%
Diet cruise (e.g. a cruise with the aim of losing weight during the holiday, with meals catered within the guidelines of a specific diet, such as Dukan)	2%	1%	0%	1%	1%	2%	2%	2%	3%	1%
18-30s party ship	20%	19%	21%	15%	17%	33%	22%	23%	23%	24%
Other (Please see tab Q10 other)	4%	6%	7%	2%	3%	6%	4%	5%	2%	4%
Don't know	5%	4%	4%	4%	4%	4%	5%	1%	5%	5%
Not applicable - I haven't heard of any themes of cruise holidays	20%	20%	21%	16%	26%	27%	19%	15%	19%	20%

YouGov Survey Results

Sample Size: 2101

Fieldwork: 20th - 22nd May 2013

Total	Government Region					Social Media (monthly or more)			
Base	South East	South West	Wales	Scotland	Northern Ireland	Facebook	LinkedIn	Google+	Twitter

If money was no object, which ONE, if any, of the following destinations would you MOST like to go to on a cruise holiday?

Unweighted Base	2101	311	182	88	174	55	1299	263	105	496
All UK Adults	2101	304	162	103	179	59	1327	234	94	505
Caribbean	21%	21%	18%	14%	25%	8%	25%	22%	33%	28%
Mediterranean (i.e. including River Cruises, Mediterranean and/ or Greek Isles)	11%	10%	10%	12%	9%	31%	12%	10%	9%	10%
Baltic (i.e. including Scandinavia)	7%	5%	6%	4%	6%	12%	7%	10%	2%	7%
Alaska	8%	8%	2%	9%	6%	4%	7%	7%	3%	8%
South Pacific (i.e. including Australia)	15%	14%	18%	22%	16%	14%	16%	21%	18%	13%
South America	6%	10%	7%	5%	6%	2%	6%	7%	10%	6%
Canada and New England	7%	6%	7%	9%	3%	9%	7%	6%	6%	5%
Trans-Atlantic	2%	2%	7%	-	3%	3%	2%	1%	0%	3%
None of these	15%	16%	14%	16%	16%	15%	12%	11%	13%	13%
Don't know	8%	8%	10%	10%	10%	1%	7%	4%	5%	6%