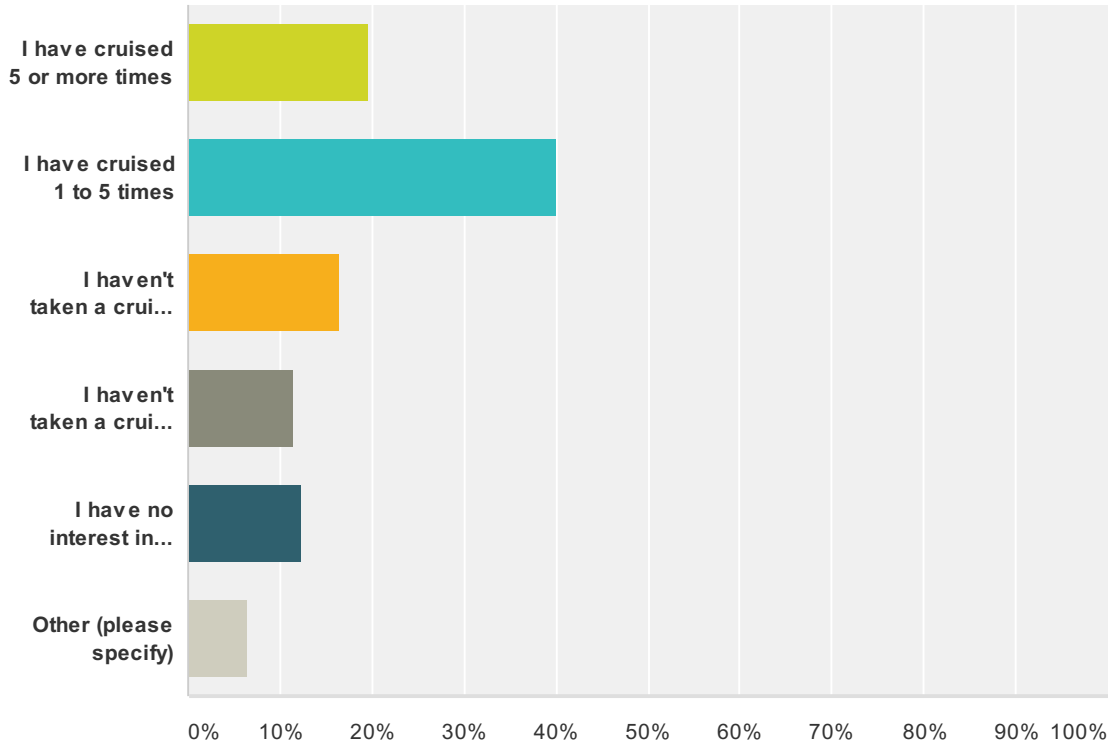


Q1 Please select the category that best describes your experience with cruising:

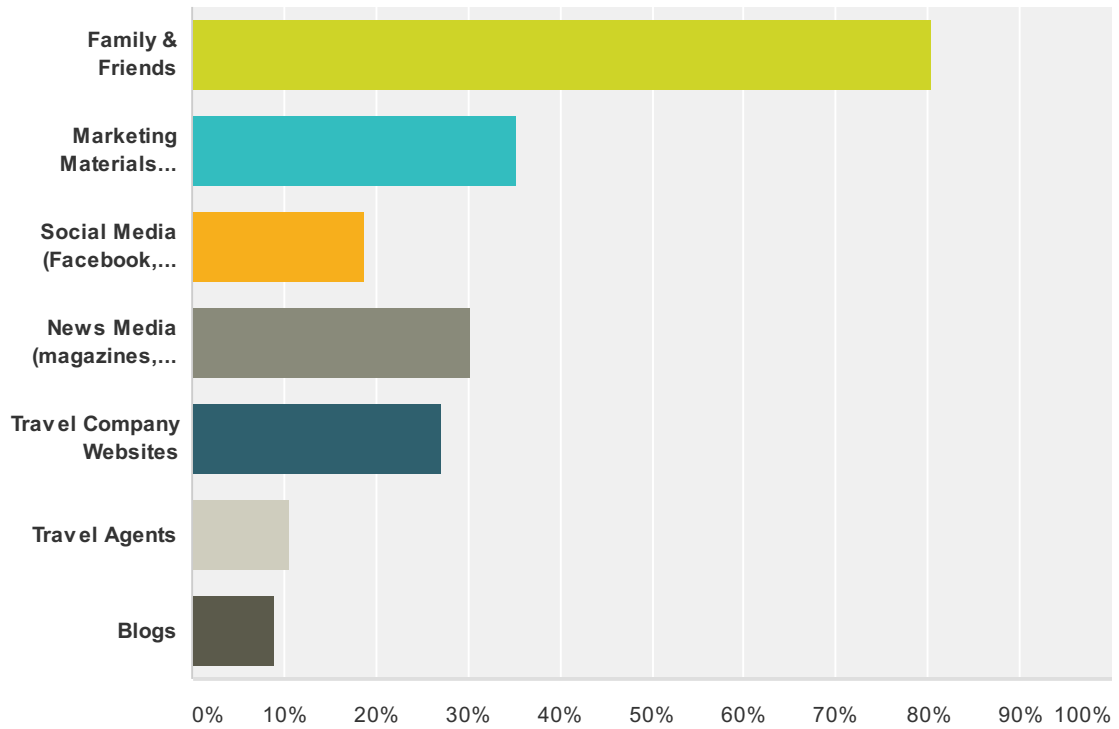
Answered: 122 Skipped: 0



Answer Choices	Responses
I have cruised 5 or more times	19.67% 24
I have cruised 1 to 5 times	40.16% 49
I haven't taken a cruise, but want to	16.39% 20
I haven't taken a cruise, but I might consider it later	11.48% 14
I have no interest in cruising, please explain why below	12.30% 15
Other (please specify)	6.56% 8
Total Respondents: 122	

Q2 What influences you in choosing family vacations? (Please mark all that apply)

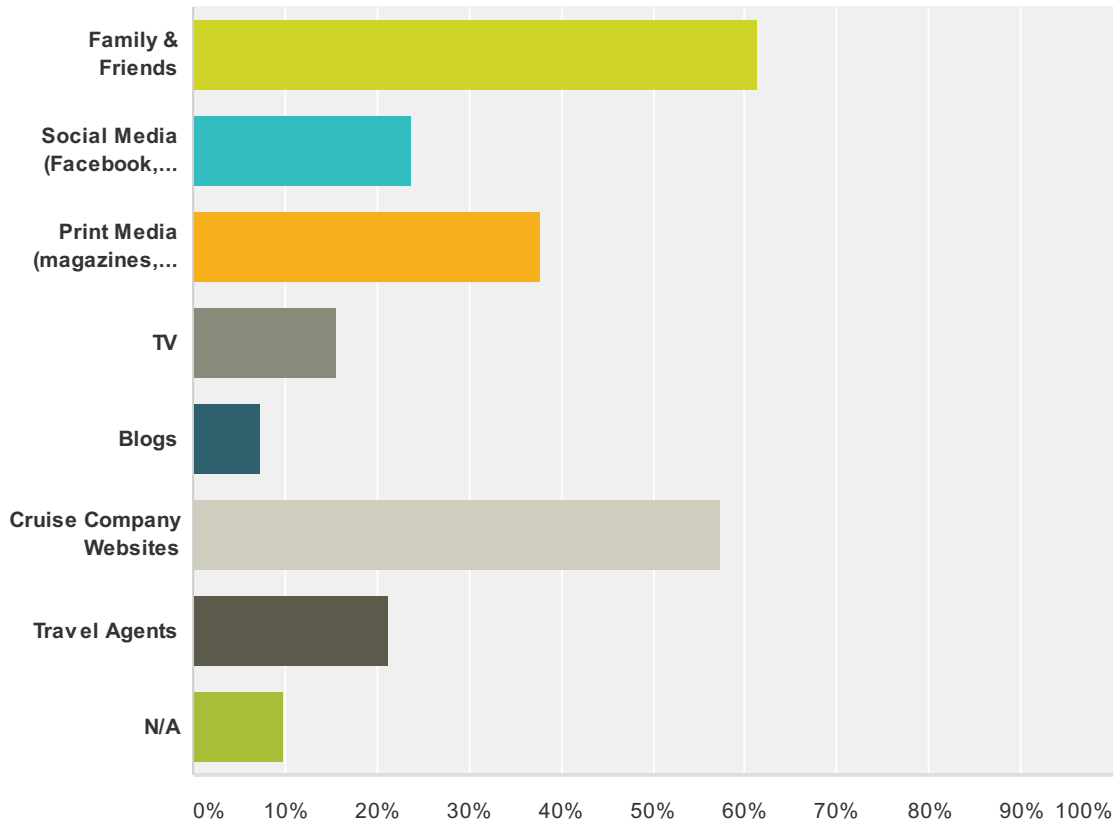
Answered: 122 Skipped: 0



Answer Choices	Responses
Family & Friends	80.33% 98
Marketing Materials (direct mail, direct email, advertising, etc.)	35.25% 43
Social Media (Facebook, Twitter, Etc.)	18.85% 23
News Media (magazines, newspapers, online news sources, TV, etc.)	30.33% 37
Travel Company Websites	27.05% 33
Travel Agents	10.66% 13
Blogs	9.02% 11
Total Respondents: 122	

Q3 Where do you get information about cruises? (Please mark all that apply)

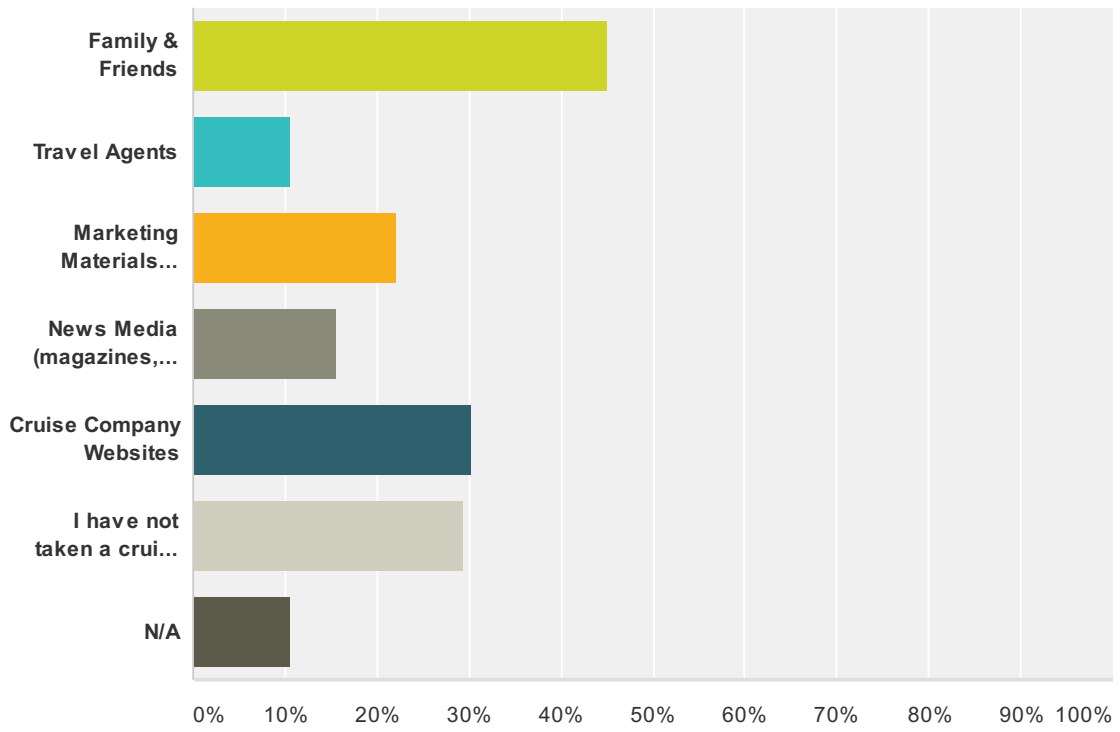
Answered: 122 Skipped: 0



Answer Choices	Responses
Family & Friends	61.48% 75
Social Media (Facebook, Twitter, Etc.)	23.77% 29
Print Media (magazines, newspapers, Etc.)	37.70% 46
TV	15.57% 19
Blogs	7.38% 9
Cruise Company Websites	57.38% 70
Travel Agents	21.31% 26
N/A	9.84% 12
Total Respondents: 122	

Q4 What Influences you most when deciding to take a cruise vacation? (Please mark all that apply)

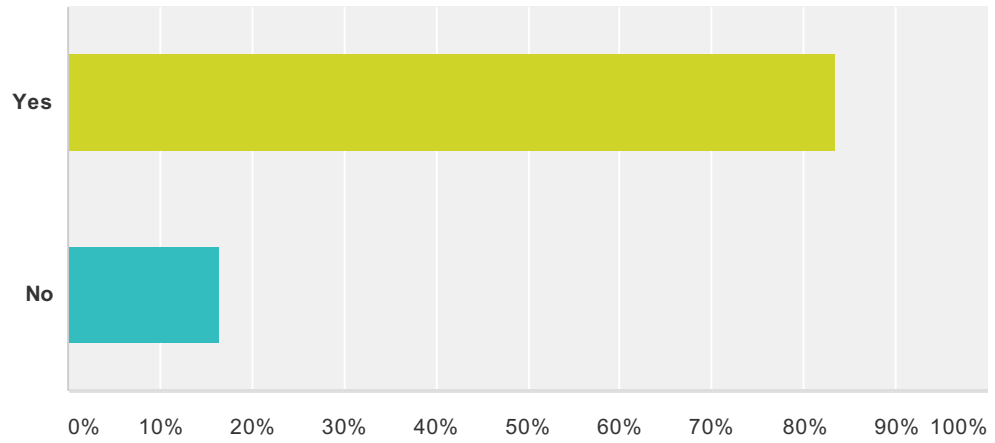
Answered: 122 Skipped: 0



Answer Choices	Responses
Family & Friends	45.08% 55
Travel Agents	10.66% 13
Marketing Materials (direct mail, direct email, advertising, etc.)	22.13% 27
News Media (magazines, newspapers, online news sources, TV, etc.)	15.57% 19
Cruise Company Websites	30.33% 37
I have not taken a cruise vacation	29.51% 36
N/A	10.66% 13
Total Respondents: 122	

Q5 Do you see a value in a resource that shares other travelers' experiences?

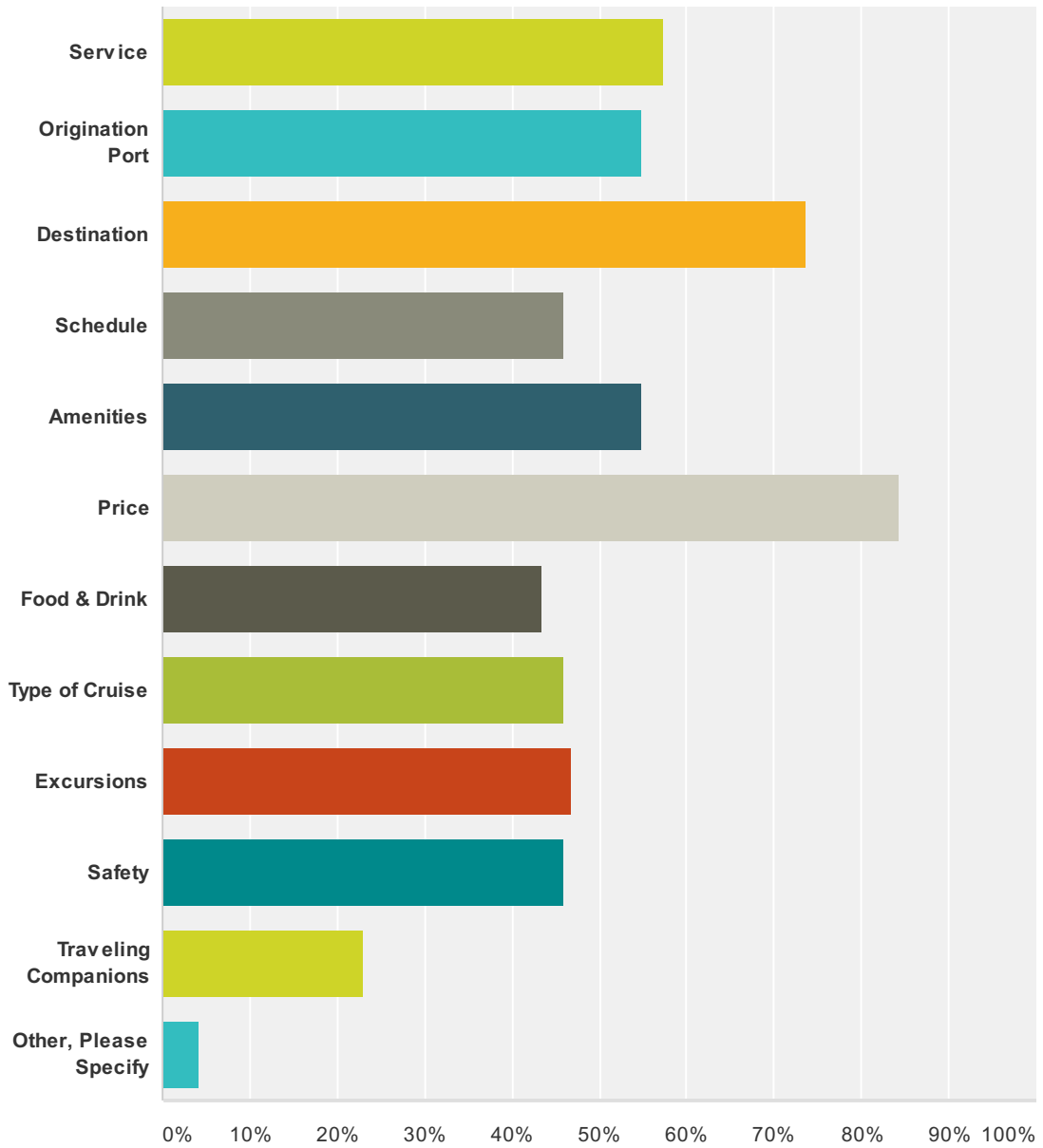
Answered: 122 Skipped: 0



Answer Choices	Responses	
Yes	83.61%	102
No	16.39%	20
Total		122

Q6 Please select important factors when selecting a cruise line:

Answered: 122 Skipped: 0



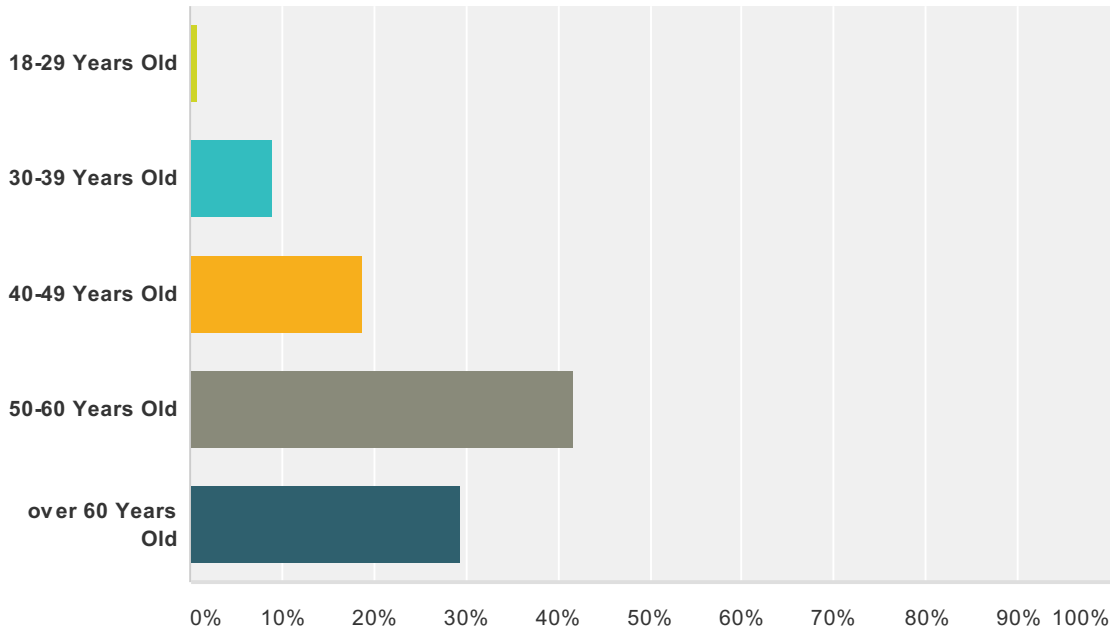
Answer Choices	Responses	Count
Service	57.38%	70
Origination Port	54.92%	67
Destination	73.77%	90
Schedule	45.90%	56
Amenities	54.92%	67
Price	84.43%	103
Food & Drink	43.44%	53

2014 Cruise Survey

Type of Cruise	45.90%	56
Excursions	46.72%	57
Safety	45.90%	56
Traveling Companions	22.95%	28
Other, Please Specify	4.10%	5
Total Respondents: 122		

Q7 What best describes your age range?

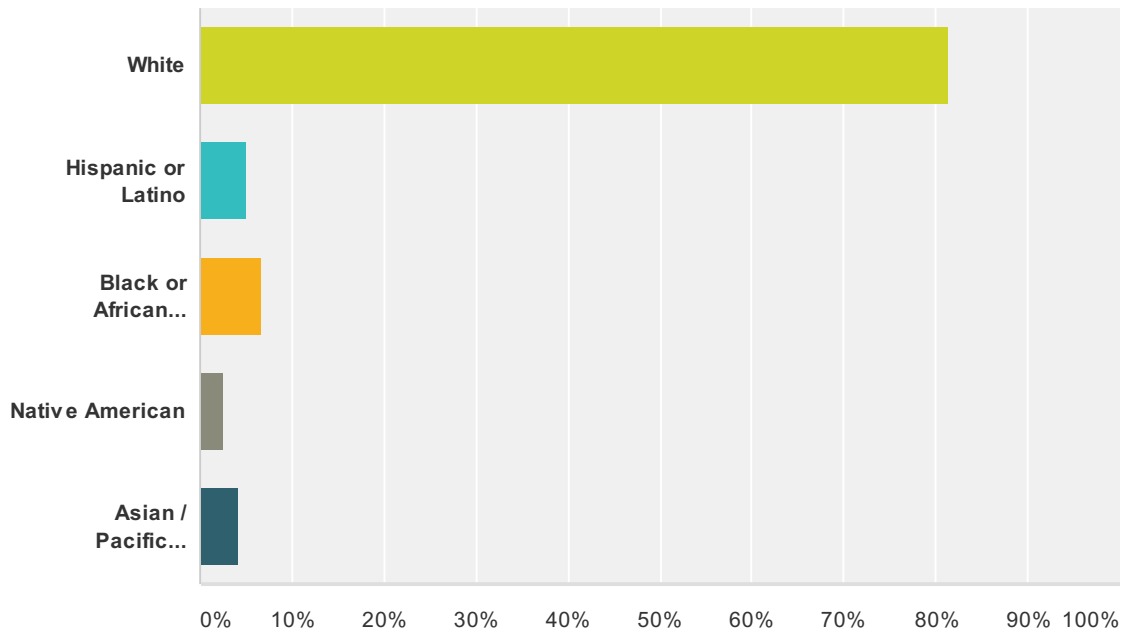
Answered: 122 Skipped: 0



Answer Choices	Responses
18-29 Years Old	0.82% 1
30-39 Years Old	9.02% 11
40-49 Years Old	18.85% 23
50-60 Years Old	41.80% 51
over 60 Years Old	29.51% 36
Total Respondents: 122	

Q8 Please specify your ethnicity:

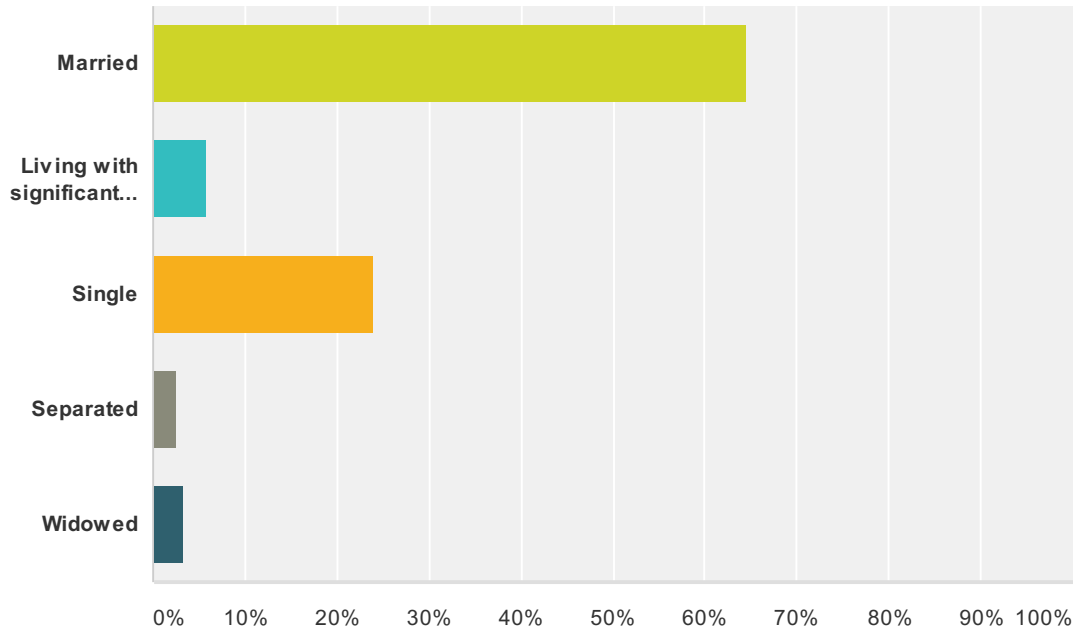
Answered: 118 Skipped: 4



Answer Choices	Responses
White	81.36% 96
Hispanic or Latino	5.08% 6
Black or African American	6.78% 8
Native American	2.54% 3
Asian / Pacific Islander	4.24% 5
Total	118

Q9 What is your marital status?

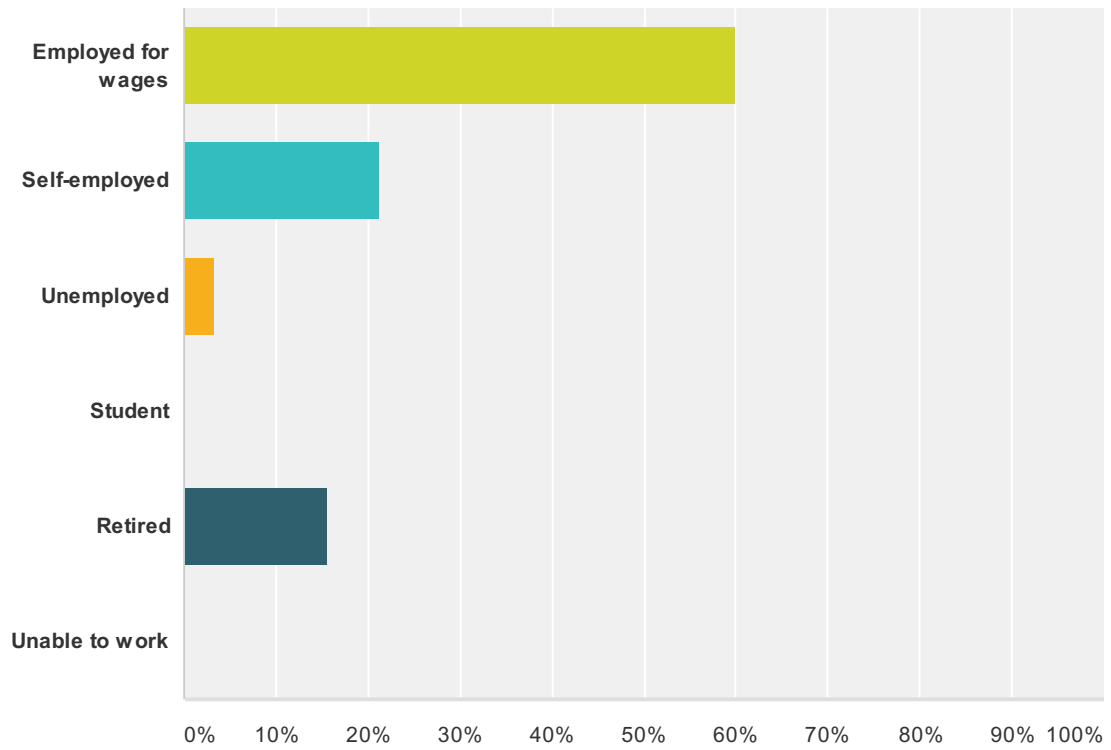
Answered: 121 Skipped: 1



Answer Choices	Responses	
Married	64.46%	78
Living with significant other	5.79%	7
Single	23.97%	29
Separated	2.48%	3
Widowed	3.31%	4
Total		121

Q10 My current employment status:

Answered: 122 Skipped: 0

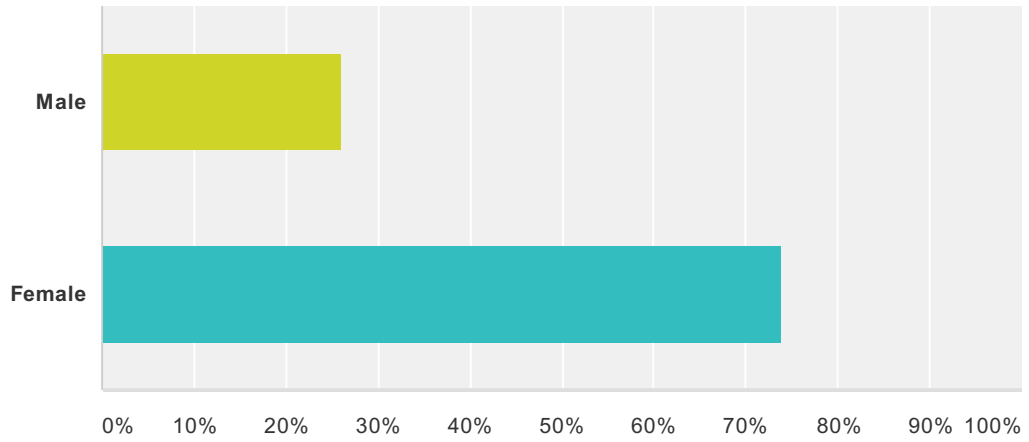


Answer Choices	Responses	
Employed for wages	59.84%	73
Self-employed	21.31%	26
Unemployed	3.28%	4
Student	0.00%	0
Retired	15.57%	19
Unable to work	0.00%	0
Total		122

2014 Cruise Survey

Q11 Gender:

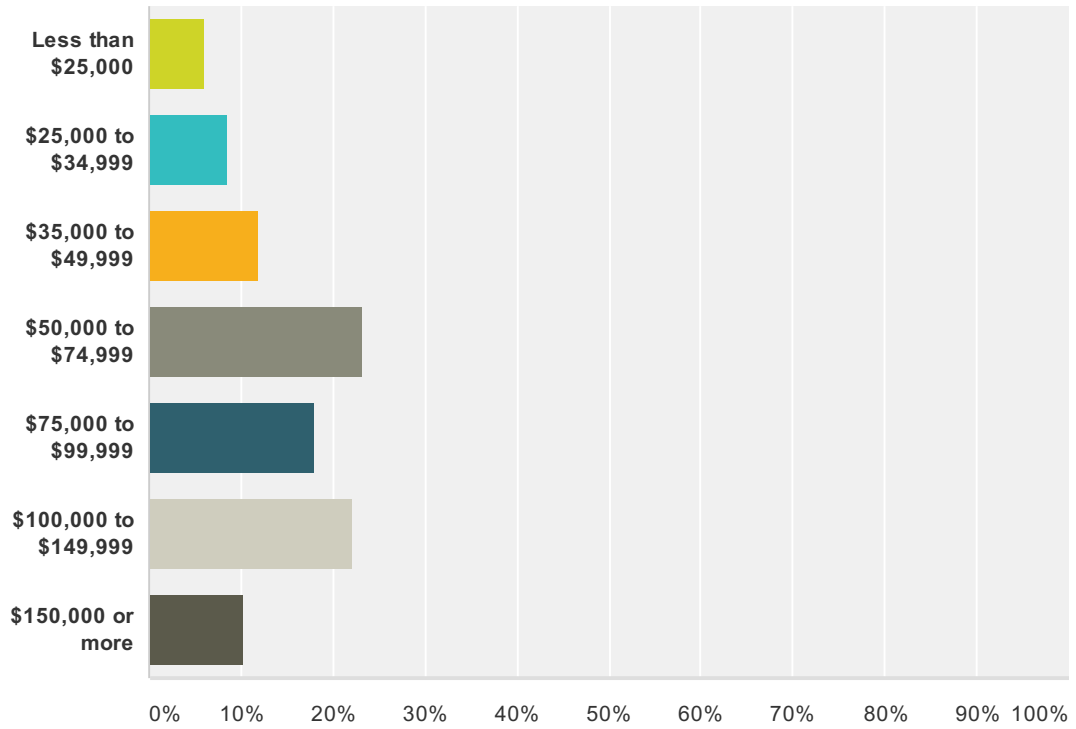
Answered: 119 Skipped: 3



Answer Choices	Responses
Male	26.05% 31
Female	73.95% 88
Total	119

Q12 What is your total household income?

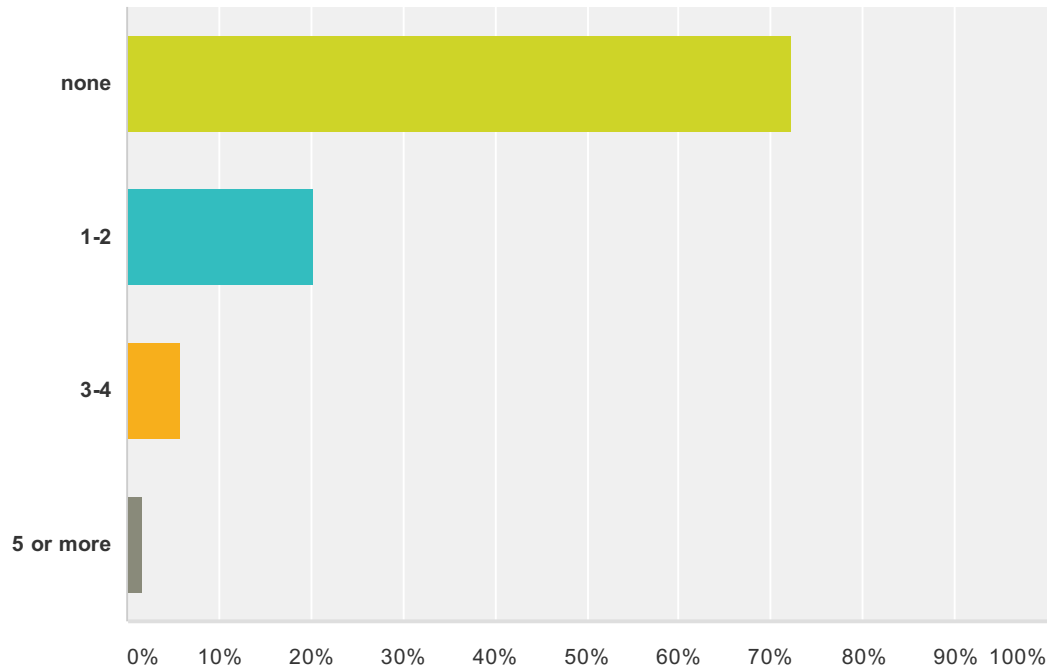
Answered: 117 Skipped: 5



Answer Choices	Responses
Less than \$25,000	5.98% 7
\$25,000 to \$34,999	8.55% 10
\$35,000 to \$49,999	11.97% 14
\$50,000 to \$74,999	23.08% 27
\$75,000 to \$99,999	17.95% 21
\$100,000 to \$149,999	22.22% 26
\$150,000 or more	10.26% 12
Total	117

Q13 How many children under eighteen live in your household?

Answered: 119 Skipped: 3



Answer Choices	Responses	
none	72.27%	86
1-2	20.17%	24
3-4	5.88%	7
5 or more	1.68%	2
Total		119

2014 Cruise Survey

Q14 Personal data

Answered: 85 Skipped: 37

Answer Choices	Responses	
Name	97.65%	83
Company	38.82%	33
Address 1	89.41%	76
Address 2	8.24%	7
City/Town	92.94%	79
State/Province	92.94%	79
Zip/Postal Code	92.94%	79
Country	90.59%	77
Email Address	95.29%	81