Unprompted mentions of ocean-going cruise ships	Nat rep sample of 18+ UK adults	Recent (last 5 years) cruisers
Unweighted Base	2065	1292
Base	2065	997
Adonia	0%	3%
Arcadia	2%	12%
Adventure of the Seas	0%	1%
Artemis	1%	8%
Atlanta	0%	0%
Aurora	3%	13%
Azura	1%	10%
Balmoral	1%	7%
Black Prince	0%	1%
Black Watch	1%	8%
Boudicca	1%	5%
Braemar	1%	6%
Brilliance of the Seas	0%	3%
Calypso	0%	0%
Caribbean Princess	0%	1%
Celebrity Eclipse/ Eclipse	0%	4%
Caribbean Princess	-	0%
Crown Princess	0%	2%
Dawn Princess	0%	1%
Discovery	0%	1%
Emerald Princess	0%	2%
Freedom of the Seas	0%	2%
Golden Princess	0%	1%
Grand Princess	0%	4%
Independence of the Seas	1%	12%
Island Escape	0%	3%
Island Star	0%	1%
Jewel of the Seas	0%	1%
Legend of the Seas	0%	2%
MSC Opera	0%	1%
Marco Polo	0%	2%
Navigator of the Seas	0%	3%
Norwegian Epic	0%	1%
Oasis of the Seas	1%	6%
Oceana	4%	16%
Ocean Princess	0%	1%
Ocean Village	1%	3%
Ocean Village 2	0%	1%
Oriana	5%	17%
Queen Elizabeth (QE)	8%	19%
Queen Elizabeth 2 (QE2)	13%	12%
Queen Mary 2 (QM2)	11%	28%
Queen Victoria	4%	20%
Royal Princess	0%	0%
Ruby Princess	0%	2%
Saga Pearl II	1%	2%
Saga Rose	1%	4%
Saga Ruby	1%	3%
Sea Princess	1%	5%

List continued…	Nat rep sample of 18+ UK adults	Recent (last 5 years) cruisers
Star Princess	0%	1%
ɔmson Celebration/ Celebration	0%	2%
Thomson Destiny/ Destiny	1%	6%
Thomson Dream/ Dream	0%	3%
Thomson Spirit/ Spirit	0%	3%
Ventura	2%	15%
Voyager of the Seas	0%	3%
Norwegian Dawn	-	0%
Norwegian Jewel	0%	1%
Norwegian Dream	-	0%
QE3	0%	1%
Spirit of Adventure	0%	1%
Spirit of the Seas	0%	1%
Celebrity Constellation	0%	2%
Rotterdam	0%	0%
Explorer of the Seas/Explorer	-	1%
Grandeur of the Seas	0%	0%
Allure of the Seas/Allure	-	2%
Sun Princess	0%	0%
Norwegian Sun	0%	1%
Vision of the Seas/Vision	0%	1%
Mariner of the Seas/Mariner	-	2%
Costa Fortuna/Fortuna	0%	1%
Majesty of the Seas/Majesty	0%	0%
Celebrity Solstice/Solstice	-	1%
Minerva	0%	1%
Diamond Princess	0%	2%
Norwegian Jade	0%	1%
Jade	0%	1%
Celebrity Equinox/Equinox	0%	2%
Splendour of the Seas	0%	2%
Other	10%	19%
None/ Don't know	55%	10%

The survey was conducted online by YouGov plc. It included a semi-targeted sample of 4,000 UK adults aged 18+, part boosted by recent (last 5 years) cruisers and part boosted by adults wishing to cruise in the next 10 years. The sample was weighted by demographics to be representative of the demographic profile of UK adults aged 18+. Fieldwork was carried out between 24th and 29th November 2010.