

The National Institute of Cheer Balcony Smoking Attitudes & Impacts Survey Part 1: Aggregate Results

Holland America Balcony Smoking Attitudes and Impacts Survey - July 28 to August 1, 2014 Final Aggregate Results

)1	l consider myself	a Holland Amer	ica cruiser. (<i>l</i>	Mandatory)			Ansv 33 10		Skip (
	0%	45.5%		91%	(COUNT		PERC	ENT
Yes						304		9	1%
No						30		9	9%
D2	l have an upcomi	ng Holland Ame	rica cruise sc	heduled. (<i>Man</i>	datory)		Ansv 33 10		Skip (
	0%	35.5%		71%		COUNT		PERC	ENT
Yes						234		70	0%
No Vestion	Please choose on	ne option that be	st fits you. (<i>l</i>	Aandatory)		100	Ansv 33	vers	0% Skip
lestion	Please choose on	ne option that be	-	-	19.5%	100	33	vers 34 10%	Skij O
am still cruis	Please choose on sing Holland America ar ing were banned.		est fits you. (A	-	19.5%	100	33	vers 34	Ski
am still cruis alcony smoki	sing Holland America ar	nd would prefer if	-	-	19.5%	100	33	vers 34 10% COUNT	Skij (0 PERCENT
am still cruis acony smoki am still cruis an still cruis a still cruis	sing Holland America ar ing were banned. sing on Holland America	nd would prefer if a and I am neutral on a and I would prefer	-	-	19.5%	100	33	vers 34 10% count 127	Skij O PERCENT 38%
am still cruis alcony smoki am still cruis ne topic of ba am still cruis nat balcony sr	sing Holland America ar ing were banned. sing on Holland America alcony smoking. sing on Holland America	nd would prefer if a and I am neutral on a and I would prefer allowed.	0%	-	19.5%	100	33	vers 34 10% COUNT 127 61	Skij O PERCENT 38% 18%
am still cruis alcony smoki am still cruis at balcony smoki am still cruis at balcony sr will leave Ho lowed. am consider	sing Holland America ar ing were banned. sing on Holland America alcony smoking. sing on Holland America moking continue to be a	nd would prefer if a and I am neutral on a and I would prefer allowed. ay smoking is no longe	0%	-	19.5%	100	33	wers 34 10% 127 61 51	Skij 0 PERCENT 38% 18% 15%
am still cruis alcony smoki am still cruis ne topic of ba am still cruis nat balcony sr will leave Ho llowed. a am consider s allowed on t	sing Holland America ar ing were banned. sing on Holland America alcony smoking. sing on Holland America moking continue to be a olland America if balcon ring leaving Holland Am their balconies.	nd would prefer if a and I am neutral on a and I would prefer allowed. ny smoking is no longe terica because smokin	0% 	-		100	33	Vers 34 10% COUNT 127 61 51 41	Skip 0 PERCENT 38% 18% 15% 12%

04 Which be	est describes you? (<i>Ma</i>	indatory)			Answers 334 100%	Skips 0 0%
	0%	26.5%	53%	COUNT	PERCENT	
Non-smoker				176	53%	
Former Smoker				89	26%	
Smoker				69	21%	

Question 05	Optional: Please provide your state or province (USA & Canada) and your country of residence.	Answers 307 92%	Skips 27 8%
	Participants by Country - System IP GeoData, Not User Reported		Total Countries

				1	
		COUNTRY	TOTAL	PERCENT	
		United States	224	67%	
Ŀ	•	Canada	67	20%	
Ē		Australia	20	6%	
12	3 12 7 73	United Kingdom	10	3%	
=	-	Netherlands	6	2%	
		New Zealand	3	1%	
	•	Japan	2	<1%	
I		Belgium	1	<1%	
		Czech Republic	1	<1%	
	8	Abdorra	1	<1%	

Question

Optional: Please select your age group.

4%

Answers

321

96%

	0%	21%	42%	COUNT	PERCENT
61 - 70 years old				132	41%
51 - 60 years old				106	33%
41 - 50 years old				42	13%
71 - 80 years old				29	9%
31 - 40 years old				10	3%
21 - 30 years old				2	1%
Over age 91				0	0%
81 - 90 years old				0	0%
Under 21				0	0%

Page 2 of 10 - Aggregate Results



The National Institute of Cheer Balcony Smoking Attitudes & Impacts Survey Part 2: Non-Smokers Only Results

Holland America Balcony Smoking Attitudes and Impacts Survey - July 28 to August 1, 2014 Non-Smoker Results

Question	I consider myself	a Holland Amer	rica cruiser. (Mandatory)				Answers 176 100%	Skips 0 0%
	0%	45.5%)	91%		COUNT		PERCE	INT
Yes						158		90	1%
No						18		10	%
Question	l have an upcomir	ng Holland Ame	erica cruise so	heduled. (<i>Mar</i>	ndatory)			Answers 176 100%	Skips 0 0%
	0%	34.5%	1	69%		COUNT		PERC	ENT
Yes						120		68	%
								22	07
No						56		32 Answers	
No Question 03	Please choose one	e option that be	est fits you. (<i>l</i>	Mandatory)		56		Answers 176 100%	Skips 0 0%
Question	Please choose one	e option that be	est fits you. (/	Mandatory)	24.5%	56	49%	Answers 176	Skips O
Question 03	Please choose one ruising Holland America and toking were banned.			Mandatory)	24.5%	56		Answers 176 100%	Skips 0 0%
Question 03	ruising Holland America and	d would prefer if	0%	Mandatory)	24.5%	56		Answers 176 100% COUNT	Skips O 0% PERCENT
Lam still cr balcony sm I am still cr the topic of I am consid	ruising Holland America an oking were banned. ruising on Holland America	d would prefer if and I am neutral on	0%	Mandatory)	24.5%	56		Answers 176 100% COUNT 86	Skips O 0% PERCENT 49%
Question 03	ruising Holland America and loking were banned. ruising on Holland America f balcony smoking. dering leaving Holland Ame	d would prefer if and I am neutral on rica because smokin and I would prefer	0%	Mandatory)	24.5%	56		Answers 176 100% COUNT 86 33	Skips O 0% PERCENT 49% 19%
Lam still cr balcony sm I am still cr the topic of I am consid is allowed of I am still cr that balcony	ruising Holland America and toking were banned. ruising on Holland America f balcony smoking. dering leaving Holland America on their balconies. ruising on Holland America y smoking continue to be ai Holland America because s	d would prefer if and I am neutral on rica because smokin and I would prefer lowed.	0%	Mandatory)	24.5%	56		Answers 176 100% COUNT 86 33 25	Skips O 0% PERCENT 49% 19% 14%
Lam still cr balcony sm I am still cr the topic of I am consis is allowed co I am still cr that balcony I have left I their balcony	ruising Holland America and toking were banned. ruising on Holland America f balcony smoking. dering leaving Holland America on their balconies. ruising on Holland America y smoking continue to be ai Holland America because s	d would prefer if and I am neutral on rica because smokin and I would prefer lowed. moking is allowed or	0%	Mandatory)	24.5%	56		Answers 176 100% COUNT 886 333 25 14	Skips 0 0% 2 2 49% 19% 14% 8%

Question	
0E	
05	

Optional: Please provide your state or province (USA & Canada) and your country
of residence.Answers
164
12
93%Skips
12
7%Participants by Country - System IP GeoData, Not User ReportedTotal Countries

	COUNTRY	PERCENT
	United States	67%
•	Canada	15%
	United Kingdom	8%
1 10	Australia	6%
=	Netherlands	2%
	Andorra	2%

006 Optional: Please	select your age	e group.			Iswers Skips 169 5 96% 4%
	0%	20%	40%	COUNT	PERCENT
61 - 70 years old				68	40%
51 - 60 years old				57	34%
41 - 50 years old				29	17%
71 - 80 years old				8	5%
31 - 40 years old				7	4%
Over age 91				0	0%
81 - 90 years old				0	0%
21 - 30 years old				0	0%
Under 21				0	0%



The National Institute of Cheer Balcony Smoking Attitudes & Impacts Survey Part 3: Former Smokers Only Results

Holland America Balcony Smoking Attitudes and Impacts Survey - July 28 to August 1, 2014 Former Smoker Results

)1	consider myself a	a Holland Amer	ica cruiser. (/	Mandatory)				89 00%	Skip (
	0%	45.5%		91%	COUI	NT	PEI	RCENT	
Yes						80		90	0%
No						9		10	0%
)2	have an upcomin	ng Holland Ame	rica cruise sc	heduled. (<i>Man</i>	datory)			swers 89 00%	Skip (09
	0%	34.5%		69%		COUNT		PERCE	NT
Yes						61		68	3%
estion	Please choose one	e option that be	est fits you. (<i>l</i>	Лandatory)		28		32 swers 89	Ski
estion	Please choose one	e option that be	est fits you. (<i>l</i>	Nandatory)		28		Swers	Ski
estion	Please choose one	e option that be	est fits you. (A		23.5%	28		swers 89	Ski
am still cruisi	Please choose one ing Holland America and ng were banned.				23.5%	28	1	swers 89 00%	Ski O
am still cruisi am still cruisi alcony smokin am still cruisi	ing Holland America and	d would prefer if			23.5%	28	1	swers 89 00% COUNT	Ski 0 PERCENT
am still cruisi alcony smokin am still cruisi te topic of balo have left Holla	ing Holland America and ng were banned. ing on Holland America lcony smoking. land America because si	d would prefer if and I am neutral on	0%		23.5%	28	1	swers 89 00% COUNT 41	Ski 0 PERCENT 46%
am still cruisi alcony smokin am still cruisi ne topic of balo have left Holli neir balconies. am still cruisi	ing Holland America and ng were banned. ing on Holland America lcony smoking. land America because si	d would prefer if and I am neutral on moking is allowed on and I would prefer	0%		23.5%	28	1	swers 89 00% <u>COUNT</u> 41 22	Ski 0 PERCENT 46% 25%
am still cruisi alcony smokin am still cruisi te topic of bald have left Holla have left Holla in still cruisi have left Holla	ing Holland America and ng were banned. ing on Holland America lcony smoking. land America because st ing on Holland America noking continue to be al land America for reason	d would prefer if and I am neutral on moking is allowed on and I would prefer lowed.	0%		23.5%	28	1	swers 89 00% count 41 22 9	Ski 0 PERCENT 46% 25% 10%
am still cruisi alcony smokin am still cruisi he topic of bald have left Holla heir balconies. am still cruisi hat balcony sm have left Holla ith balcony sm am considerin	ing Holland America and ng were banned. ing on Holland America lcony smoking. land America because st ing on Holland America noking continue to be al land America for reason	d would prefer if and I am neutral on moking is allowed on and I would prefer lowed. s have nothing to do			23.5%	28	1	swers 89 00% COUNT 41 22 9 9	Ski 0 PERCENT 46% 25% 10%



	Answers	Skips
Optional: Please provide your state or province (USA & Canada) and your country of residence.	87	2
of residence.	98%	2%

Total Countries

	COUNTRY	PERCENT
	United States	63%
٠	Canada	24%
	Australia	6%
	Netherlands	2%
10	New Zealand	2%
	Belgium	2%
	Czech Republic	2%

Optional: Please	select your ag	e group.			Answer: 89 100%	0
	0%	22.5%	6	45%	COUNT	PERCENT
61 - 70 years old					39	44%
51 - 60 years old					21	24%
71 - 80 years old					19	21%
41 - 50 years old					9	10%
21 - 30 years old					1	2%
Over age 91					0	0%
81 - 90 years old					0	0%
Under 21					0	0%
31 - 40 years old					0	0%



The National Institute of Cheer Balcony Smoking Attitudes & Impacts Survey Part 4: Smokers Only Results

Holland America Balcony Smoking Attitudes and Impacts Survey - July 28 to August 1, 2014 Smoker Results

Question	l consider myse	lf a Holland Amer	ica cruiser. (<i>l</i>	Mandatory)			Answers 69 100%	Skips 0 0%
	0%	46%		92%		COUNT	PE	RCENT
Yes						63		92%
No						6		8%
Question	l have an upcon	ning Holland Ame	rica cruise sc	heduled. (<i>Mar</i>	ndatory)		Answers 69 100%	Skips 0 0%
	0%	39%		78%		COUNT	PER	CENT
Yes						53		77%
165							23%	
No						16	Answers	
	Please choose c	one option that be	est fits you. (Λ	ſandatory)		16		23% Skips 0 0%
No	Please choose c	one option that be	est fits you. (Λ	ſandatory)	25.5%		Answers 69	Skips 0 0%
No Question 03	Please choose c		0%	ſandatory)	25.5%		Answers 69 100%	Skips 0 0%
No Question 03		ony smoking is no longe ica and I would prefer	0%	Nandatory)	25.5%		Answers 69 100% 51% COUNT	Skips O 0% PERCENT
No Question 03 I will leave allowed. I am still cr that balcony I am still cr	Holland America if balco	ony smoking is no longe ica and I would prefer e allowed.	0%	Nandatory)	25.5%		Answers 69 100% 51% COUNT 35	Skips 0 0% PERCENT 50%
No Question 03 I will leave allowed. I am still cr that balcony I am still cr the topic of I am still cr	Holland America if balco ruising on Holland Amer y smoking continue to b ruising on Holland Amer	ony smoking is no longe ica and I would prefer e allowed. ica and I am neutral on	0%	fandatory)	25.5%		Answers 69 100% 51% COUNT 35 29	Skips O 0% * PERCENT 50% 42%
No Question 03 I will leave allowed. I am still cr that balcony I am still cr the topic of I am still cr balcony sm	Holland America if balco ruising on Holland Amer y smoking continue to b ruising on Holland Amer f balcony smoking. ruising Holland America noking were banned. Holland America for reas	ony smoking is no longe ica and I would prefer e allowed. ica and I am neutral on and would prefer if	0%	Aandatory)	25.5%		Answers 69 100% 51% COUNT 35 29 4	Skips 0 0% PERCENT 50% 42% 6%
No Question 03	Holland America if balco ruising on Holland Amer y smoking continue to b ruising on Holland Amer f balcony smoking. ruising Holland America noking were banned. Holland America for reas	ony smoking is no longe ica and I would prefer e allowed. ica and I am neutral on and would prefer if sons have nothing to do	0% vr	Nandatory)	25.5%		Answers 69 100% 51% COUNT 35 29 4 4 1	Skips 0 0% 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7

Page 7 of 10 - Smoker Results Copyright ©2014 - The National Institute of Cheer A SkyPad Solutions Group Byproduct - All Rights Reserved

Question 05	Op of
05	of

Optional: Please provide your state or province (USA & Canada) and your country of residence.	Answers 56 81%	Skips 13 19%
Participants by Country - System IP GeoData, Not User Reported		Total Countries

	COUNTRY	PERCENT
	United States	67%
•	Canada	15%
10 TA 14 A	United Kingdom	8%
	Australia	6%
=	Netherlands	2%
	Andorra	2%

Optional: Please	select your age	e group.				Vers Skips 52 7 10% 10%
	0%	23.5%	Ď	47%	COUNT	PERCENT
51 - 60 years old					29	47%
61 - 70 years old					25	40%
41 - 50 years old					4	7%
71 - 80 years old					3	5%
31 - 40 years old					1	2%
Over age 91					0	0%
81 - 90 years old					0	0%
Under 21					0	0%
21 - 30 years old					0	0%



The National Institute of Cheer Balcony Smoking Attitudes & Impacts Survey Part 5: Non-Smokers & Former Smokers Results

Holland America Balcony Smoking Attitudes and Impacts Survey - July 28 to August 1, 2014 Combined Non-Smoker & Former Smoker Results

Question	l consider mysel	f a Holland Am	erica cruiser. (/	Mandatory)			Answers 265 100%	Skips 0 0%
	0%	45.	5%	91%		COUNT	PER	CENT
Yes						238	G	90%
No						27		10%
Question	l have an upcom	ing Holland An	nerica cruise sc	heduled. (<i>Man</i>	datory)		Answers 265 100%	Skips 0 0%
	0%	34.5	5%	69%		COUNT	PER	CENT
Yes						181	6	58%
No						84	3	32%
Question	Please choose o	ne option that	best fits you. (/	Nandatory)			Answers 265 100%	Skips 0 0%
			0%		24%	48%	COUNT	PERCENT
	sing Holland America a ing were banned.	and would prefer if					127	48%
	sing on Holland Americ alcony smoking.	ca and I am neutral o	on				55	21%
	ring leaving Holland Ar their balconies.	nerica because smo	king				28	10%
	sing on Holland Americ moking continue to be		r				23	9%
l have left Ho their balconie	lland America because s.	smoking is allowed	on				21	8%
I have left Ho with balcony s	Iland America for reaso smoking.	ons have nothing to	do				7	3%
I will leave Heallowed.	olland America if balco	ny smoking is no lor	nger				4	2%
Duestion	Which best desc	ribes you? (<i>Ma</i>	ndatory)				Answers 265 100%	Skips 0 0%
					67%	COUNT	- PI	ERCENT
		0%	33.5%		0770	coord		
Non-smoker		0%	33.5%		0770	175		66%

Page 9 of 10 - Consolidated Non-Smoker & Former Smoker Results



 Optional: Please provide your state or province (USA & Canada) and your country of residence.
 Answers
 Skips

 252
 13

 95%
 5%

Total Countries

	COUNTRY	L	PERCENT
	United States		67%
٠	Canada		22%
	Australia		6%
	Netherlands		2%
	United Kingdom		2%
Ħ.	New Zealand		1%
•	Japan		1%
	Belgium		1%
	Czech Republic		1%

0ptional: Please	select your ag	e group.		Answers 258 97%	7
	0%	21%	42%	COUNT	PERCENT
61 - 70 years old				107	41%
51 - 60 years old				78	30%
41 - 50 years old				38	14%
71 - 80 years old				27	11%
31 - 40 years old				7	3%
21 - 30 years old				1	1%
Over age 91				0	0%
81 - 90 years old				0	0%
Under 21				0	0%

Page 10 of 10 - Consolidated Non-Smoker & Former Smoker Results Copyright ©2014 - The National Institute of Cheer A SkyPad Solutions Group Byproduct - All Rights Reserved