



International Visitors in Iceland

Visitor Survey Winter 2011/2012

September 2012



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Page	Content
A4	Field work
A5	[BA02] Nationality
A6	[BA03] Country of residence
A7	[BA04] Age
A8	Market area
A9	[BA05] Gender
A10	[BA06] Profession
A11	[BA07] Level of total household income
A12	[DE01] Have you seen or heard about Iceland as a travel destination through advertising or media coverage during the last three months?
A13	[DE02] Where did you get the idea of coming to Iceland?
A14	[DE03] How long was it since you first considered coming to Iceland
A15	[DE04] How long before departure did you book
A16	[DE05] Which of the following factors had a major impact on your decision to visit Iceland?
A17	[DE06] From which of the following sources did you get information on Iceland when taking a decision on travelling to Iceland?
A18	[DE07] Purpose of visit?
B1	[BE01] With whom are you travelling?
B2	[BE02] Total length of your stay in Iceland
B3	[BE03_1] Total length of your stay in Reykjavik and surrounding area?
B4	[BE03_2] Total length of your stay in Reykjanes?
B5	[BE03_3] Total length of your stay in the West?
B6	[BE03_4] Total length of your stay in the Westfjords?
B7	[BE03_5] Total length of your stay in the North?
B8	[BE03_6] Total length of your stay in the East?
B9	[BE03_7] Total length of your stay in the South?
B10	[BE03_8] Total length of your stay in the Interior?
B11	[BE04_1] How many nights did you stay... - in hotels/guesthouses?
B12	[BE04_2] How many nights did you stay... - on farm holiday accommodation?
B13	[BE04_3] How many nights did you stay... - in hostels/lodges in wilderness and similar?
B14	[BE04_4] How many nights did you stay... - in summer cottages/guest residence and similar
B15	[BE04_5] How many nights did you stay... - on camping/caravan sites?
B16	[BE04_6] How many nights did you stay... - with friends/relatives (unpaid accommodation)
B17	[BE04_7] How many nights did you stay... - in other types of accommodation
B18	[BE05_r1] Rate the paid accommodation in Iceland - Accommodation cleanliness
B19	[BE05_r2] Rate the paid accommodation in Iceland - Accommodation service
B20	[BE05_r3] Rate the paid accommodation in Iceland - Accommodation overall
B21	[BE06] How often did you eat at a restaurant (excluding fast food outlets)?
B22	[BE07_r1] Rate restaurants in Iceland - The choice of restaurants
B23	[BE07_r2] Rate restaurants in Iceland - The service at the restaurants
B24	[BE07_r3] Rate restaurants in Iceland - Restaurants in general
B25	[BE08] How often did you eat at a fast food outlet during your trip to Iceland?
B26	[BE09_r1] Rate fast food outlets in Iceland - Choice of fast food outlets
B27	[BE09_r2] Rate fast food outlets in Iceland - Service at the fast food outlets
B28	[BE09_r3] Rate fast food outlets in Iceland - Fast food outlets in general
B29	[BE10] What activities did you pay for during your trip to Iceland?
B30	[BE11] How often did you undertake recreational activities connected with nature in Iceland?
B31	[BE12_r1] Rate recreational activities connected with nature in Iceland - The variety of nature-based activities
B32	[BE12_r2] Rate recreational activities connected with nature in Iceland - The service of the companies with nature-based activities
B33	[BE12_r3] Rate recreational activities connected with nature in Iceland - Safety equipment and safety instructions of the company with nature-based activities
B34	[BE12_r4] Rate recreational activities connected with nature in Iceland - Activities connected with nature in general
B35	[BE13] How often did you undertake cultural activities in Iceland, e.g. museum, gallery, concert, theatre and other cultural activities, etc.?
B36	[BE14_r1] Rate cultural activities in Iceland - The variety of cultural activities
B37	[BE14_r2] Rate cultural activities in Iceland - The service of companies with culturally based activities
B38	[BE14_r3] Rate cultural activities in Iceland - Cultural activities in general
B39	[BE15] How often did you undertake health-related activities in Iceland, e.g. swimming, natural baths, spas / health treatment, etc.?
B40	[BE16_r1] Rate health-related activities in Iceland - Variety of health-related activities

Page	Content
B41	[BE16_r2] Rate health-related activities in Iceland - Service of companies with health-related activities
B42	[BE16_r3] Rate health-related activities in Iceland - Health-related activities in general
B43	[BE17] How important or unimportant is it to your choice of tourist service company that the company has a recognised quality certification?
B44	[BE018] What means of transport did you use during your stay in Iceland?
B45	[BE19_r1] Rate the road system in Iceland - Road conditions
B46	[BE19_r2] Rate the road system in Iceland - Signposts – road names, road no.
B47	[BE19_r3] Rate the road system in Iceland - Signposts – service signs, warning notices
B48	[BE19_r4] Rate the road system in Iceland - Rest areas / viewpoints
B49	[BE19_r5] Rate the road system in Iceland - The road system in general
B50	[BE20] Did you visit any of the following sites/regions?
B51	[BE20] Overview - Did you visit any of the following sites/regions?
B52	[BE20d] Top 12 - Did you visit any of the following sites/regions?
B53	[BE21_r1] Rate tourist sites in Iceland in general - Tourist information and signposts
B54	[BE21_r2] Rate tourist sites in Iceland in general - Accessibility (paths, viewpoints and the like)
B55	[BE21_r3] Rate tourist sites in Iceland in general - Sanitary facilities
B56	[BE21_r4] Rate tourist sites in Iceland in general - Security factors (warning signs, hazard zones, definitions and the like)
B57	[BE21_r5] Rate tourist sites in Iceland in general - Conduct of guests
B58	[BE21_r6] Rate tourist sites in Iceland in general - General conditions of tourist sites
B59	[BE22_r1] Rate provision of information on tourist services in Iceland - General tourist information (e.g. signposting and maps)
B60	[BE22_r2] Rate provision of information on tourist services in Iceland - Provision of information at information centres
B61	[BE22_r3] Rate provision of information on tourist services in Iceland - Printed material (travel brochures, guidebooks, maps, etc.)
B62	[BE22_r4] Rate provision of information on tourist services in Iceland - The Internet
B63	[BE22_r5] Rate provision of information on tourist services in Iceland - Information provided by tourist service companies
C1	[EX01] Did you visit a country other than Iceland during your trip?
C2	[EX02] Are you travelling on an organized (package) tour to Iceland or are you on an individually arranged trip?
C3	[EX04] What was the cost of the air ticket / ferry ticket (round trip) per person?
C4	[EX05] What was the price of the tour package per person?
C5	[EX06] What was included in the tour package?
C6	[EX07] How much, approximately, do you think you (and your family travelling with you) spent pr. person during your stay in Iceland?
C7	[EX08_1] How much you (and your family) spent pr. person on the following - Lodging/accommodation
C8	[EX08_2] How much you (and your family) spent pr. person on the following - Transport (bus / domestic ferry fares, domestic airfares, rental car, etc.)
C9	[EX08_3] How much you (and your family) spent pr. person on the following - Other transport costs (e.g. fuel, maintenance)
C10	[EX08_4] How much you (and your family) spent pr. person on the following - Restaurants/bar/cafes
C11	[EX08_5] How much you (and your family) spent pr. person on the following - Groceries (e.g. food, beverages in supermarkets)
C12	[EX08_6] How much you (and your family) spent pr. person on the following - Liquor shops
C13	[EX08_7] How much you (and your family) spent pr. person on the following - Recreation/entertainment (e.g. admission fees, sightseeing, tours)
C14	[EX08_8] How much you (and your family) spent pr. person on the following - Shopping (e.g. clothing, goods, souvenirs)
C15	[EX08_9] How much you (and your family) spent pr. person on the following - Other
C16	[EP01] How likely or unlikely are you to visit Iceland in the future?
C17	[EP02] At what time of year is it likely that you will visit Iceland in the future?
C18	[EP03] On the whole, did your recent trip meet your expectations to a greater or a lesser extent?
C19	[EP04] Had you been to Iceland before your last visit?
C20	[EP05] How many times had you visited Iceland before your last visit?
C21	[EP06] What were the three most memorable experiences of your visit to Iceland? (open question) - First mentioned - top 10
C22	[EP06] What were the three most memorable experiences of your visit to Iceland? (open question) - All mentioned - top 10
C23	[EP06] What were the three most memorable experiences of your visit to Iceland? (open question) - Further analysis of responses
C24	[EP07] In your opinion, what three factors should be improved by the Icelandic Tourist Industry? (open question) - First mentioned - top 10
C25	[EP07] In your opinion, what three factors should be improved by the Icelandic Tourist Industry? (open question) - All mentioned - top 10
C26	[EP07] In your opinion, what three factors should be improved by the Icelandic Tourist Industry? (open question) - Further analysis of responses
C27	[EP08] Where do you think Iceland's strengths in the tourist industry are? (open question) - First mentioned - top 10
C28	[EP08] Where do you think Iceland's strengths in the tourist industry are? (open question) - All mentioned - top 10

Description

Client	Ferðamálastofa - Icelandic Tourist Board
Field work period	1 st of September 2011 to 31 st May 2012
Methodology	Web survey (<i>e-mails and basic variables collected at Keflavik airport</i>)
Sample	4.512 foreign tourist

Sample size and response

Original sample	4.512
Invalid e-mails	367
Final sample	4.145
Did not respond	1.964
Number of respondents	2.181
Response rate	52,6%

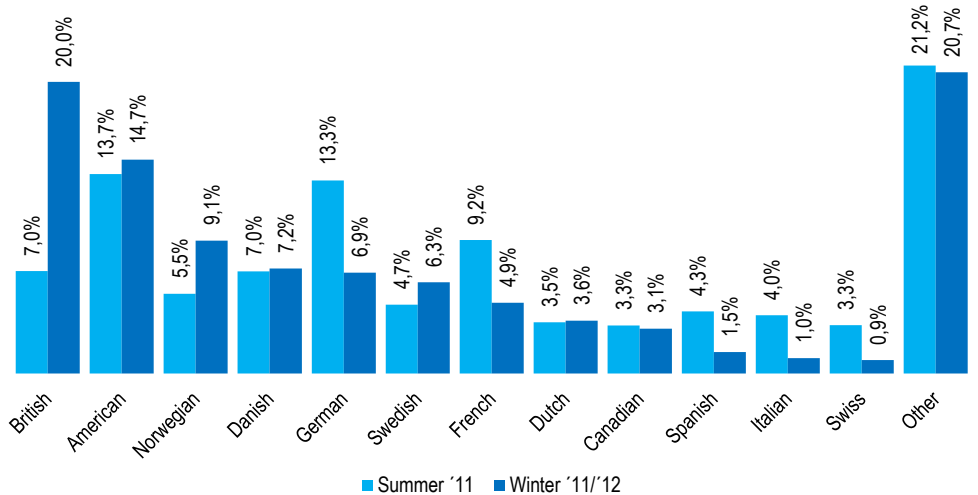
Cross variables

Gender
Age
Profession
Household income
Nationality
Market area
Type of trip
Purpose of visit

Reykjavik 26th of September 2012
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<http://www.mmr.is/>

[BA02] Nationality

Answers	Count	Pct. %	Conf. lim +/-
British	437	20,0%	1,7%
American	321	14,7%	1,5%
Norwegian	199	9,1%	1,2%
Danish	157	7,2%	1,1%
German	151	6,9%	1,1%
Swedish	137	6,3%	1,0%
French	106	4,9%	0,9%
Dutch	79	3,6%	0,8%
Canadian	67	3,1%	0,7%
Spanish	32	1,5%	0,5%
Italian	23	1,0%	0,4%
Swiss	20	0,9%	0,4%
Other	452	20,7%	1,7%
Number of answers	2181	100,0%	
Responded	2181	100,0%	
Did not respond**	0	0,0%	
Number of respondents	2181	100,0%	
Asked*	2181	100,0%	
Not asked	0	0,0%	
Number of participants	2181	100,0%	

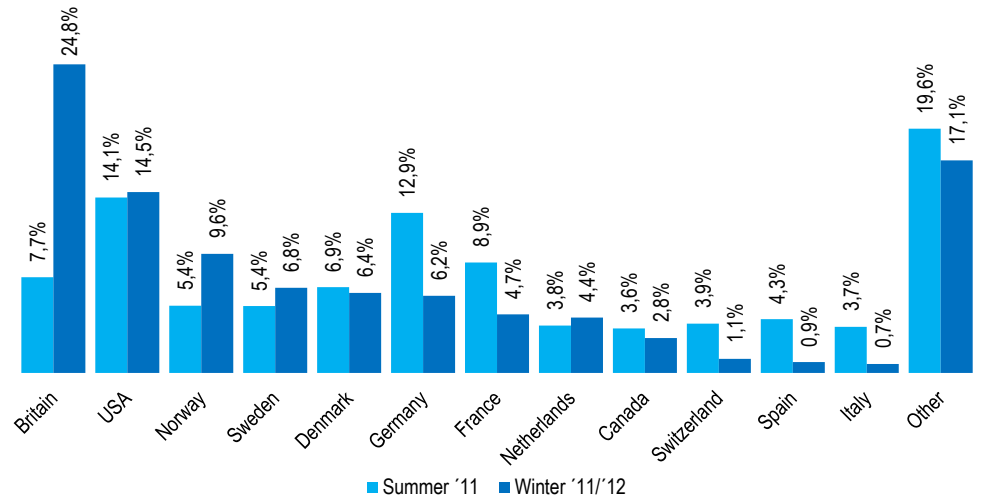


		British	American	Norwegian	Danish	German	Swedish	French	Dutch	Canadian	Spanish	Italian	Swiss	Other	Number of answers
Total	Total	20,0%	14,7%	9,1%	7,2%	6,9%	6,3%	4,9%	3,6%	3,1%	1,5%	1,0%	0,9%	20,7%	2181
Gender	Male	20,1%	14,0%	9,0%	6,8%	7,0%	6,9%	4,9%	3,8%	2,9%	1,5%	1,7%	1,4%	20,0%	997
	Female	20,0%	15,3%	9,3%	7,6%	6,9%	5,7%	4,8%	3,5%	3,2%	1,4%	0,5%	0,5%	21,4%	1183
Age	24 years and younger	12,8%	13,6%	5,1%	9,4%	7,2%	5,1%	7,3%	5,0%	3,3%	0,7%	1,9%		28,5%	214
	25-34 years	13,6%	15,0%	6,9%	5,6%	7,5%	5,8%	6,5%	3,0%	2,8%	2,0%	1,1%	0,7%	29,5%	746
	35-44 years	17,6%	11,9%	12,1%	8,1%	8,2%	6,6%	4,1%	3,7%	2,9%	3,3%	0,8%	0,6%	20,1%	408
	45-54 years	27,8%	11,8%	14,3%	8,4%	4,9%	4,8%	3,6%	3,8%	4,3%	0,4%	1,1%	1,8%	13,0%	370
	55 years and older	30,2%	19,8%	7,9%	7,0%	6,3%	8,6%	2,6%	3,8%	2,7%		0,7%	1,3%	9,2%	442
Profession	Managerial	23,0%	13,5%	5,1%	8,5%	3,5%	5,9%	10,6%	3,0%	2,7%		0,6%	1,3%	22,4%	323
	Professional	21,8%	18,9%	8,7%	2,5%	9,4%	5,4%	1,6%	3,8%	3,1%	1,7%	0,8%	1,1%	21,2%	733
	Specialized staff	16,8%	9,5%	14,3%	12,4%	4,5%	6,3%	5,5%	3,6%	2,8%	2,2%	1,1%	0,6%	20,4%	281
	Clerical/Service	29,4%	0,9%	14,1%	9,9%	2,2%	5,2%	11,2%	1,3%	1,8%	4,7%	3,2%		16,1%	130
	Student	7,1%	11,6%	8,7%	11,9%	10,9%	4,7%	5,4%	3,7%	2,4%	1,3%	1,3%		30,9%	230
	Retired/Homemaker	36,0%	21,1%	6,2%	8,2%	3,9%	4,6%	2,9%	1,9%	5,3%		0,6%	0,9%	8,5%	178
	Other	11,4%	13,4%	10,1%	6,7%	7,7%	12,9%	4,6%	6,0%	3,5%	1,7%	1,1%	1,5%	19,4%	272
Household income	Low	12,3%	4,5%	10,1%	13,5%	15,5%	7,5%	5,7%	5,2%	2,9%			3,1%	19,8%	54
	Low average	17,4%	10,5%	10,9%	6,9%	7,6%	7,3%	4,5%	3,0%	2,1%	3,3%	1,7%		24,7%	185
	Average	20,0%	12,9%	8,5%	5,8%	6,5%	7,7%	5,2%	3,3%	3,1%	1,9%	1,1%	0,9%	23,0%	857
	High average	20,2%	16,3%	11,3%	9,5%	5,9%	4,8%	5,2%	3,5%	3,0%	1,1%	0,6%	1,0%	17,5%	811
	High	24,6%	20,9%	3,0%	5,1%	3,9%	6,8%	2,9%	4,7%	3,1%		0,6%	1,4%	23,1%	180
Nationality	American		100%												321
	German					100%									151
	French						100%								106
	Danish							100%							157
	British														437
	Norwegian														199
	Swedish								100%						137
	Spanish												100%		32
	Italian													100%	23
	Dutch														79
Other											12,5%		3,7%	83,8%	536
Market area	Scandinavia	0,6%	1,3%	34,4%	26,1%	1,5%	23,3%	0,2%	0,5%		0,3%		0,1%	11,8%	575
	Britain	73,4%	0,6%	0,3%	0,6%	1,0%	0,2%	0,9%		0,7%	2,1%	0,4%		19,7%	577
	Central/South-Europe	1,2%	1,6%			29,1%	0,3%	21,4%	16,2%	0,5%	3,9%	4,3%	3,9%	17,6%	462
	North America	0,5%	80,1%		0,5%	0,7%			0,1%	15,9%		0,3%	0,2%	1,7%	378
	Other	1,3%			1,0%				0,6%	0,6%	0,4%			96,1%	190
Type of trip	Package tour	40,4%	14,0%	6,2%	6,7%	4,8%	2,8%	1,6%	3,1%	0,8%	0,4%		0,4%	18,6%	381
	Individually arranged	12,8%	15,1%	10,1%	8,4%	8,0%	7,6%	5,9%	4,0%	3,6%	1,2%	1,1%	1,2%	21,0%	1466
	Mix of both	30,2%	13,4%	8,1%	1,7%	4,0%	4,7%	3,9%	2,3%	3,5%	3,8%	2,0%	0,3%	22,1%	317
Purpose of visit	Vacation/holiday	22,7%	16,2%	8,7%	4,4%	6,8%	5,6%	4,7%	3,6%	3,5%	1,4%	0,9%	0,9%	20,6%	1802
	Conference/meeting	3,9%	5,0%	12,6%	21,9%	7,7%	11,9%	2,9%	3,1%	1,8%	2,8%	1,4%	2,3%	22,6%	217
	Study/research	9,4%	10,1%	9,5%	13,3%	7,3%	8,4%	2,1%	2,9%	2,5%		4,3%	0,9%	29,5%	97
	Visiting friends/relatives	5,0%	11,7%	12,5%	16,3%	6,7%	8,3%	5,0%	5,0%	3,8%	1,0%	0,7%	1,7%	22,3%	146
	Business/Employment	12,9%	8,6%	7,4%	16,7%	10,0%	5,5%	2,1%	1,7%	2,4%		1,1%	4,2%	27,4%	98
	Event in Iceland	11,8%	16,1%	11,5%	6,4%	5,9%	13,2%	8,7%	2,4%	2,2%			2,9%	18,9%	143
	Other	11,5%	14,4%	10,8%	18,0%	6,4%	2,7%	15,0%	2,2%	3,6%	1,0%	0,7%	1,6%	12,0%	152

*Individuals asked: Everyone
 **Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[BA03] Country of residence

Answers	Count	Pct. %	Conf. lim +/-
Britain	540	24,8%	1,8%
USA	316	14,5%	1,5%
Norway	209	9,6%	1,2%
Sweden	149	6,8%	1,1%
Denmark	140	6,4%	1,0%
Germany	135	6,2%	1,0%
France	102	4,7%	0,9%
Netherlands	97	4,4%	0,9%
Canada	61	2,8%	0,7%
Switzerland	25	1,1%	0,4%
Spain	19	0,9%	0,4%
Italy	16	0,7%	0,4%
Other	372	17,1%	1,6%
Number of answers	2181	100,0%	
Responded	2181	100,0%	
Did not respond**	0	0,0%	
Number of respondents	2181	100,0%	
Asked*	2181	100,0%	
Not asked	0	0,0%	
Number of participants	2181	100,0%	

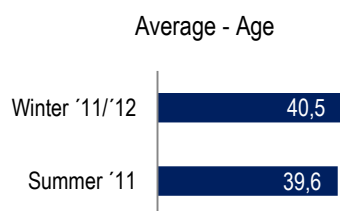
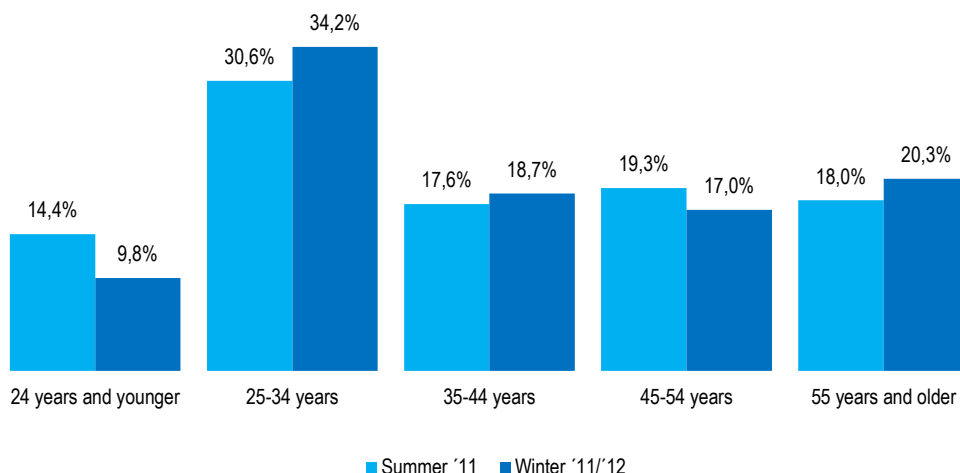


		Britain	USA	Norway	Sweden	Denmark	Germany	France	Netherlands	Canada	Switzerland	Spain	Italy	Other	Number of answers
Total	Total	24,8%	14,5%	9,6%	6,8%	6,4%	6,2%	4,7%	4,4%	2,8%	1,1%	0,9%	0,7%	17,1%	2181
Gender	Male	24,4%	14,0%	9,4%	7,6%	5,7%	6,7%	5,2%	4,3%	2,4%	1,7%	0,8%	1,1%	16,6%	997
	Female	25,0%	14,9%	9,7%	6,2%	7,0%	5,7%	4,3%	4,6%	3,1%	0,6%	0,9%	0,4%	17,5%	1183
Age	24 years and younger	16,3%	13,7%	5,1%	5,7%	9,9%	7,8%	5,7%	5,2%	2,6%	0,5%	0,6%	2,0%	24,9%	214
	25-34 years	23,7%	14,3%	7,3%	6,8%	5,8%	5,6%	6,2%	4,7%	2,5%	0,9%	1,4%	0,7%	20,2%	746
	35-44 years	21,8%	11,8%	13,1%	6,9%	6,4%	7,7%	4,2%	5,0%	2,5%	1,3%	1,4%	0,3%	17,7%	408
	45-54 years	29,0%	11,6%	14,8%	4,9%	6,2%	4,2%	4,3%	3,6%	3,8%	1,5%	0,4%	0,8%	14,8%	370
	55 years and older	29,7%	20,1%	7,9%	8,9%	6,1%	6,7%	2,6%	3,8%	3,0%	1,3%	0,5%	0,4%	9,4%	442
Profession	Managerial	28,0%	11,9%	6,0%	6,0%	7,1%	3,7%	9,6%	4,9%	2,2%	1,3%	0,9%	0,4%	19,3%	323
	Professional	29,0%	18,8%	9,2%	6,0%	1,9%	8,2%	1,4%	5,0%	2,8%	1,3%	0,9%	0,4%	15,1%	733
	Specialized staff	19,0%	9,8%	15,4%	6,5%	11,1%	4,3%	6,0%	3,4%	2,2%	1,0%	1,6%	0,7%	19,0%	281
	Clerical/Service	32,3%	0,9%	14,1%	5,2%	7,0%	2,2%	10,4%	2,3%	1,8%	0,8%	2,3%	2,4%	18,2%	130
	Student	12,9%	10,3%	8,7%	5,8%	13,5%	9,0%	5,4%	5,1%	3,2%	0,7%	1,9%	23,5%	230	
	Retired/Homemaker	36,0%	22,2%	5,1%	5,9%	5,8%	4,3%	2,9%	1,6%	5,3%	0,9%	0,6%	9,5%	178	
	Other	15,3%	14,3%	10,5%	13,5%	6,7%	6,2%	4,8%	5,8%	2,6%	2,0%	1,1%	0,8%	16,5%	272
Household income	Low	16,9%	7,0%	12,4%	7,5%	13,5%	12,9%	7,3%	9,0%	1,5%	1,5%	0,7%	10,6%	54	
	Low average	23,4%	9,9%	11,6%	8,8%	8,9%	4,6%	3,7%	3,6%	2,1%	1,0%	0,8%	1,7%	20,0%	185
	Average	24,5%	13,0%	9,0%	8,1%	5,6%	5,8%	4,9%	4,1%	2,8%	1,0%	1,4%	0,7%	19,0%	857
	High average	26,0%	15,8%	11,5%	5,7%	7,6%	5,2%	4,7%	4,1%	2,8%	1,6%	0,6%	0,4%	14,0%	811
	High	26,0%	20,5%	2,7%	6,4%	3,8%	4,6%	6,8%	3,3%	0,5%	0,5%	0,2%	0,2%	20,9%	180
Nationality	American	1,1%	93,9%	1,1%	1,1%	1,1%	1,1%	1,1%	0,4%	0,0%	0,0%	0,0%	0,0%	321	
	German	3,7%	0,9%	2,8%	1,9%	83,3%	0,9%	1,9%	0,9%	3,7%	151				
	French	4,9%	1,0%	87,3%	2,0%	1,0%	3,9%	106							
	Danish	2,3%	1,2%	1,2%	2,3%	81,4%	11,6%	157							
	British	95,3%	0,3%	0,3%	0,4%	0,1%	0,4%	0,4%	0,1%	0,1%	2,5%	437			
	Norwegian	98,2%	1,8%	199											
	Swedish	97,0%	1,0%	1,0%	1,0%	1,0%	137								
	Spanish	38,1%	4,8%	4,8%	47,6%	4,8%	32								
	Italian	4,5%	4,5%	63,6%	4,5%	2,1%	79								
	Dutch	0,7%	1,4%	2,1%	93,6%	2,1%	79								
	Other	16,9%	2,0%	0,7%	0,9%	0,6%	0,1%	1,2%	2,6%	10,5%	3,6%	0,5%	0,2%	60,2%	536
	Market area	Scandinavia	36,3%	25,9%	24,4%	13,4%	575								
Britain		93,5%	6,5%	577											
Central/South-Europe		29,2%	22,2%	21,0%	5,3%	4,1%	3,4%	14,8%	462						
North America		83,8%	16,2%	0,0%	378										
Other		100%	190												
Type of trip	Package tour	46,8%	13,7%	6,9%	3,5%	5,3%	4,5%	1,9%	4,5%	0,8%	0,2%	0,3%	11,5%	381	
	Individually arranged	16,3%	15,0%	10,6%	8,0%	7,5%	6,8%	5,8%	4,4%	3,1%	1,5%	0,8%	0,8%	19,5%	1466
	Mix of both	38,7%	13,0%	8,1%	5,7%	2,1%	4,7%	3,1%	4,6%	3,5%	0,7%	2,4%	1,0%	12,4%	317
Purpose of visit	Vacation/holiday	28,4%	16,2%	9,2%	6,1%	3,8%	6,4%	4,5%	4,3%	3,2%	1,2%	0,8%	0,5%	15,4%	1802
	Conference/meeting	5,9%	2,2%	15,1%	12,5%	20,1%	5,9%	2,9%	3,7%	1,1%	1,9%	1,4%	1,4%	25,8%	217
	Study/research	8,2%	7,5%	10,7%	10,5%	14,5%	4,4%	1,1%	2,9%	1,6%	4,3%	34,3%	97		
	Visiting friends/relatives	4,4%	11,7%	14,2%	10,1%	16,7%	4,8%	3,4%	5,5%	1,6%	1,7%	1,7%	24,2%	146	
	Business/Employment	13,0%	6,2%	10,5%	5,4%	16,2%	8,5%	2,9%	3,8%	1,6%	3,4%	1,1%	27,5%	98	
	Event in Iceland	15,1%	12,7%	13,3%	14,5%	8,0%	3,9%	8,8%	2,8%	1,1%	2,9%	16,9%	143		
	Other	11,4%	16,1%	8,8%	2,7%	15,2%	6,4%	14,6%	2,2%	3,1%	1,8%	1,0%	0,7%	16,0%	152

*Individuals asked: Everyone
 **Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[BA04] Age

Answers	Count	Pct. %	Conf. lim +/-
24 years and younger	214	9,8%	1,2%
25-34 years	746	34,2%	2,0%
35-44 years	408	18,7%	1,6%
45-54 years	370	17,0%	1,6%
55 years and older	442	20,3%	1,7%
Number of answers	2181	100,0%	
Responded	2181	100,0%	
Did not respond**	0	0,0%	
Number of respondents	2181	100,0%	
Asked*	2181	100,0%	
Not asked	0	0,0%	
Number of participants	2181	100,0%	



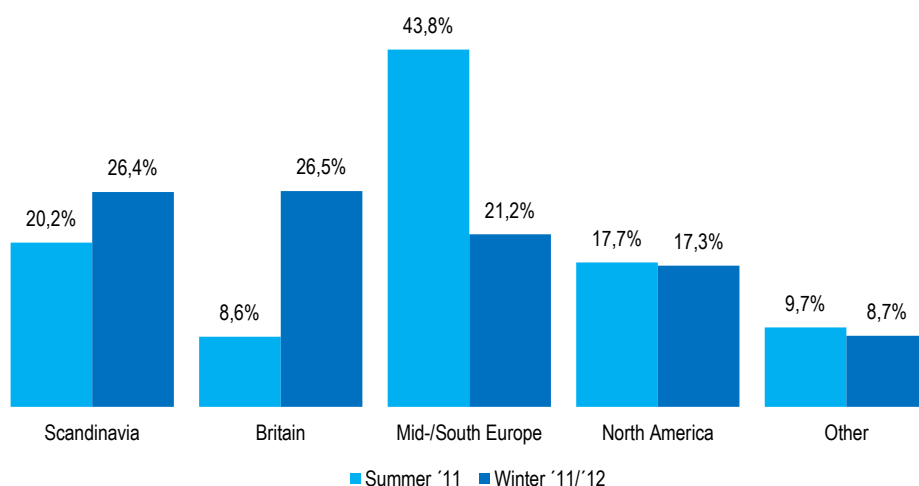
		24 years and younger	25-34 years	35-44 years	45-54 years	55 years and older	Number of answers	Average	Conf. lim +/-
Total	Total	9,8%	34,2%	18,7%	17,0%	20,3%	2181	40,5	0,6
Gender	Male	7,8%	32,0%	19,4%	16,6%	24,3%	997	42,1	0,9
	Female	11,5%	36,1%	18,2%	17,3%	16,9%	1183	39,2	0,8
Age	24 years and younger	100,0%					214	21,8	0,3
	25-34 years		100,0%				746	29,3	0,2
	35-44 years			100,0%			408	39,1	0,3
	45-54 years				100,0%		370	49,5	0,3
	55 years and older					100,0%	442	62,3	0,6
Profession	Managerial	2,1%	30,6%	29,2%	23,9%	14,1%	323	41,4	1,2
	Professional	3,2%	40,8%	21,1%	18,9%	15,9%	733	40,1	0,9
	Specialized staff	4,5%	34,3%	23,8%	21,4%	16,0%	281	40,7	1,4
	Clerical/Service	5,1%	37,7%	20,0%	22,3%	15,0%	130	40,4	2,1
	Student	61,9%	33,9%	2,7%	1,3%	0,3%	230	24,3	0,7
	Retired/Homemaker			3,3%	5,7%	91,0%	178	63,4	1,1
	Other	6,3%	41,2%	16,9%	17,9%	17,6%	272	39,7	1,5
Household income	Low	28,6%	40,6%	12,1%	10,8%	7,9%	54	32,5	3,4
	Low average	16,0%	53,5%	11,9%	10,1%	8,6%	185	33,7	1,7
	Average	13,4%	38,2%	17,5%	14,0%	16,9%	857	38,6	0,9
	High average	3,3%	29,7%	22,1%	21,2%	23,7%	811	43,4	0,9
	High	2,8%	17,8%	19,9%	24,7%	34,9%	180	47,5	1,9
Nationality	American	9,1%	34,8%	15,2%	13,6%	27,3%	321	42,6	1,8
	German	10,2%	37,0%	22,2%	12,0%	18,5%	151	39,2	2,1
	French	14,7%	46,1%	15,7%	12,7%	10,8%	106	35,6	2,4
	Danish	12,8%	26,7%	20,9%	19,8%	19,8%	157	41,1	2,3
	British	6,2%	23,1%	16,5%	23,5%	30,6%	437	45,3	1,3
	Norwegian	5,5%	25,7%	24,8%	26,6%	17,4%	199	42,7	1,8
	Swedish	7,9%	31,7%	19,8%	12,9%	27,7%	137	42,4	2,4
	Spanish	4,8%	47,6%	42,9%	4,8%		32	33,4	2,4
	Italian	18,2%	36,4%	13,6%	18,2%	13,6%	23	36,6	5,8
	Dutch	13,5%	28,4%	19,1%	17,7%	21,3%	79	40,3	3,0
Other	12,7%	45,3%	18,0%	13,2%	10,8%	536	36,0	1,0	
Market area	Scandinavia	8,5%	29,9%	22,0%	20,4%	19,2%	575	41,3	1,1
	Britain	6,2%	33,4%	17,1%	19,6%	23,6%	577	42,3	1,1
	Central/South-Europe	12,3%	37,8%	19,5%	14,8%	15,7%	462	38,1	1,2
	North America	9,2%	33,2%	15,4%	15,1%	27,1%	378	42,9	1,6
	Other	19,6%	43,0%	17,7%	8,2%	11,5%	190	34,3	1,8
Type of trip	Package tour	6,8%	28,8%	15,5%	19,1%	29,9%	381	44,3	1,5
	Individually arranged	10,3%	36,2%	19,0%	16,6%	18,0%	1466	39,7	0,7
	Mix of both	9,7%	31,4%	22,6%	16,0%	20,3%	317	40,7	1,5
Purpose of visit	Vacation/holiday	9,1%	35,4%	18,3%	16,0%	21,1%	1802	40,7	0,7
	Conference/meeting	5,0%	28,2%	25,2%	22,6%	19,0%	217	42,2	1,7
	Study/research	33,6%	27,8%	15,4%	8,5%	14,6%	97	34,0	3,0
	Visiting friends/relatives	14,9%	33,8%	17,4%	14,3%	19,6%	146	39,2	2,5
	Business/Employment	10,4%	28,9%	24,0%	20,6%	16,1%	98	39,7	2,4
	Event in Iceland	13,9%	41,7%	22,2%	12,1%	10,2%	143	36,3	2,0
	Other	13,1%	28,9%	17,1%	20,0%	20,9%	152	40,7	2,4

*Individuals asked: Everyone

**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

Market area

Answers	Count	Pct. %	Conf. lim +/-
Scandinavia	575	26,4%	1,8%
Britain	577	26,5%	1,9%
Mid-/South Europe	462	21,2%	1,7%
North America	378	17,3%	1,6%
Other	190	8,7%	1,2%
Number of answers	2181	100,0%	
Responded	2181	100,0%	
Did not respond**	0	0,0%	
Number of respondents	2181	100,0%	
Asked*	2181	100,0%	
Not asked	0	0,0%	
Number of participants	2181	100,0%	



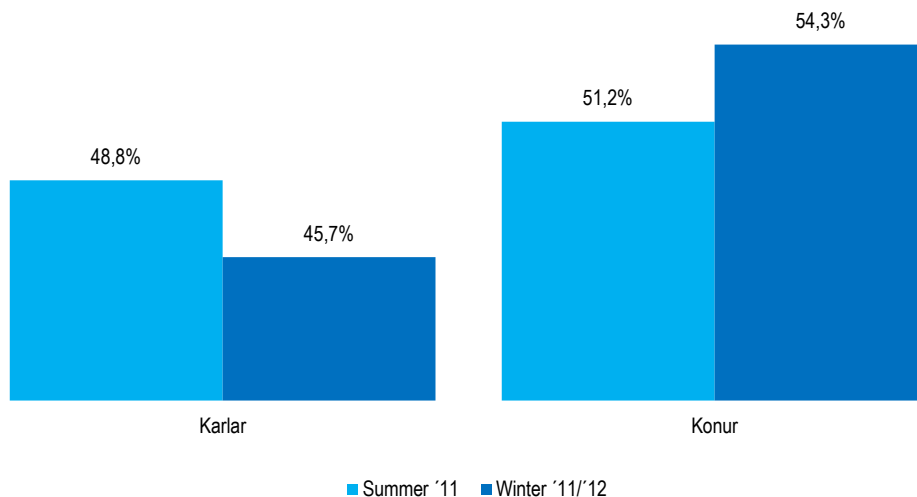
		Scandinavia	Britain	Mid-/South Europe	North America	Other	Number of answers
Total	Total	26,4%	26,5%	21,2%	17,3%	8,7%	2181
Gender	Male	26,3%	26,2%	23,0%	16,5%	8,0%	997
	Female	26,4%	26,7%	19,6%	18,0%	9,3%	1183
Age	24 years and younger	22,9%	16,9%	26,5%	16,3%	17,5%	214
	25-34 years	23,0%	25,9%	23,4%	16,8%	10,9%	746
	35-44 years	30,9%	24,2%	22,0%	14,3%	8,6%	408
	45-54 years	31,7%	30,5%	18,4%	15,4%	4,0%	370
	55 years and older	25,0%	30,8%	16,3%	23,1%	4,8%	442
Profession	Managerial	24,8%	29,3%	23,0%	14,1%	8,8%	323
	Professional	20,5%	31,5%	19,3%	21,6%	7,1%	733
	Specialized staff	37,1%	20,3%	19,7%	12,0%	10,9%	281
	Clerical/Service	31,8%	35,6%	26,0%	2,8%	3,9%	130
	Student	31,5%	13,5%	26,0%	13,5%	15,6%	230
	Retired/Homemaker	17,6%	37,4%	11,0%	27,5%	6,6%	178
	Other	32,4%	16,2%	26,3%	16,9%	8,2%	272
Household income	Low	37,1%	19,2%	35,3%	8,4%		54
	Low average	35,3%	26,8%	17,5%	12,0%	8,5%	185
	Average	25,3%	26,5%	21,9%	15,8%	10,4%	857
	High average	28,6%	27,2%	19,4%	18,6%	6,3%	811
	High	18,5%	27,0%	18,5%	23,8%	12,2%	180
Nationality	American	2,3%	1,1%	2,3%	94,3%		321
	German	5,6%	3,7%	88,9%	1,9%		151
	French	1,0%	4,9%	93,1%		1,0%	106
	Danish	95,3%	2,3%		1,2%	1,2%	157
	British	0,8%	97,0%	1,2%	0,4%	0,6%	437
	Norwegian	99,1%	0,9%				199
	Swedish	98,0%	1,0%	1,0%			137
	Spanish	4,8%	38,1%	57,1%			32
	Italian		9,1%	86,4%	4,5%		23
	Dutch	3,5%		94,3%	0,7%	1,4%	79
Other	12,8%	21,7%	19,0%	12,5%	34,0%	536	
Market area	Scandinavia	100,0%					575
	Britain		100,0%				577
	Central/South-Europe			100,0%			462
	North America				100,0%		378
	Other					100,0%	190
Type of trip	Package tour	17,2%	48,6%	11,8%	14,5%	7,9%	381
	Individually arranged	30,3%	17,7%	24,4%	18,1%	9,4%	1466
	Mix of both	18,6%	41,5%	17,3%	16,5%	6,1%	317
Purpose of visit	Vacation/holiday	21,7%	30,1%	20,5%	19,3%	8,3%	1802
	Conference/meeting	57,0%	7,4%	21,4%	3,3%	11,0%	217
	Study/research	43,8%	8,8%	21,4%	9,2%	16,8%	97
	Visiting friends/relatives	48,7%	4,8%	22,6%	13,3%	10,6%	146
	Business/Employment	37,2%	15,5%	26,8%	7,8%	12,7%	98
	Event in Iceland	39,8%	16,0%	20,7%	13,8%	9,6%	143
	Other	32,4%	12,6%	30,0%	19,2%	5,8%	152

*Individuals asked: Everyone

**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[BA05] Gender

Answers	Count	Pct. %	Conf. lim +/-
Male	997	45,7%	2,1%
Female	1183	54,3%	2,1%
Number of answers	2181	100,0%	
Responded	2181	100,0%	
Did not respond**	0	0,0%	
Number of respondents	2181	100,0%	
Asked*	2181	100,0%	
Not asked	0	0,0%	
Number of participants	2181	100,0%	



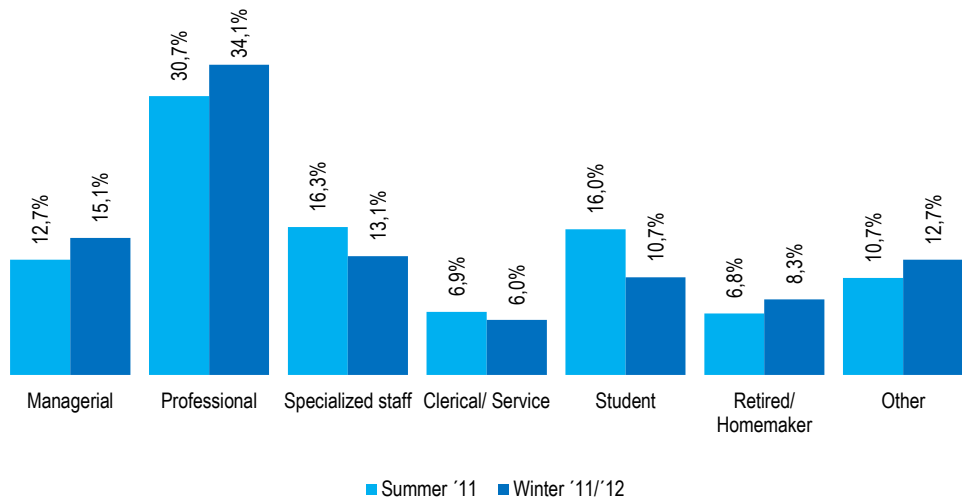
		Male	Female	Number of answers
Total	Total	45,7%	54,3%	2181
Gender	Male	100,0%		997
	Female		100,0%	1183
Age	24 years and younger	36,4%	63,6%	214
	25-34 years	42,8%	57,2%	746
	35-44 years	47,3%	52,7%	408
	45-54 years	44,7%	55,3%	370
	55 years and older	54,7%	45,3%	442
Profession	Managerial	58,2%	41,8%	323
	Professional	49,3%	50,7%	733
	Specialized staff	37,6%	62,4%	281
	Clerical/Service	38,3%	61,7%	130
	Student	37,4%	62,6%	230
	Retired/Homemaker	44,6%	55,4%	178
	Other	40,0%	60,0%	272
Household income	Low	39,5%	60,5%	54
	Low average	38,2%	61,8%	185
	Average	40,4%	59,6%	857
	High average	51,3%	48,7%	811
	High	59,1%	40,9%	180
Nationality	American	43,6%	56,4%	321
	German	46,3%	53,7%	151
	French	46,1%	53,9%	106
	Danish	43,0%	57,0%	157
	British	45,8%	54,2%	437
	Norwegian	45,0%	55,0%	199
	Swedish	50,5%	49,5%	137
	Spanish	47,6%	52,4%	32
	Italian	72,7%	27,3%	23
	Dutch	48,2%	51,8%	79
	Other	45,0%	55,0%	536
Market area	Scandinavia	45,7%	54,3%	575
	Britain	45,3%	54,7%	577
	Central/South-Europe	49,8%	50,2%	462
	North America	43,5%	56,5%	378
	Other	42,6%	57,4%	190
Type of trip	Package tour	44,9%	55,1%	381
	Individually arranged	47,5%	52,5%	1466
	Mix of both	38,6%	61,4%	317
Purpose of visit	Vacation/holiday	44,6%	55,4%	1802
	Conference/meeting	52,5%	47,5%	217
	Study/research	40,0%	60,0%	97
	Visiting friends/relatives	36,8%	63,2%	146
	Business/Employment	65,0%	35,0%	98
	Event in Iceland	51,8%	48,2%	143
	Other	53,0%	47,0%	152

*Individuals asked: Everyone

**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[BA06] Profession

Answers	Count	Pct. %	Conf. lim +/-
Managerial	323	15,1%	1,5%
Professional	733	34,1%	2,0%
Specialized staff	281	13,1%	1,4%
Clerical/Service	130	6,0%	1,0%
Student	230	10,7%	1,3%
Retired/Homemaker	178	8,3%	1,2%
Other	272	12,7%	1,4%
Number of answers	2148	100,0%	
Responded	2148	98,5%	
Did not respond**	33	1,5%	
Number of respondents	2181	100,0%	
Asked*	2181	100,0%	
Not asked	0	0,0%	
Number of participants	2181	100,0%	



		Managerial	Professional	Specialized staff	Clerical/Service	Student	Retired/Homemaker	Other	Number of answers
Total	Total	15,1%	34,1%	13,1%	6,0%	10,7%	8,3%	12,7%	2148
Gender	Male	19,2%	36,9%	10,8%	5,1%	8,8%	8,1%	11,1%	979
	Female	11,6%	31,8%	15,0%	6,8%	12,3%	8,5%	14,0%	1168
Age	24 years and younger	3,2%	11,3%	6,1%	3,1%	68,0%		8,2%	209
	25-34 years	13,5%	40,8%	13,1%	6,7%	10,6%		15,3%	734
	35-44 years	23,6%	38,7%	16,7%	6,5%	1,5%	1,5%	11,5%	400
	45-54 years	21,1%	37,8%	16,4%	7,9%	0,8%	2,8%	13,3%	367
	55 years and older	10,4%	26,6%	10,3%	4,4%	0,1%	37,1%	11,0%	437
Profession	Managerial	100,0%							323
	Professional		100,0%						733
	Specialized staff			100,0%					281
	Clerical/Service				100,0%				130
	Student					100,0%			230
	Retired/Homemaker						100,0%		178
	Other							100,0%	272
Household income	Low		10,0%	10,1%	2,4%	52,8%	5,8%	18,8%	52
	Low average	6,4%	13,7%	12,6%	8,8%	35,4%	5,7%	17,3%	184
	Average	10,2%	29,6%	18,2%	8,8%	10,2%	7,9%	15,0%	839
	High average	20,0%	44,1%	10,1%	4,4%	2,7%	8,4%	10,3%	808
	High	34,1%	39,1%	5,9%		3,4%	9,4%	8,1%	180
Nationality	American	14,1%	44,5%	8,6%	0,4%	8,6%	12,1%	11,7%	311
	German	7,5%	46,2%	8,5%	1,9%	17,0%	4,7%	14,2%	148
	French	32,4%	10,8%	14,7%	13,7%	11,8%	4,9%	11,8%	106
	Danish	17,9%	11,9%	22,6%	8,3%	17,9%	9,5%	11,9%	154
	British	17,3%	37,1%	11,0%	8,8%	3,8%	14,9%	7,2%	431
	Norwegian	8,3%	32,4%	20,4%	9,3%	10,2%	5,6%	13,9%	197
	Swedish	13,9%	28,7%	12,9%	5,0%	7,9%	5,9%	25,7%	137
	Spanish		38,1%	19,0%	19,0%	9,5%		14,3%	32
	Italian	9,1%	27,3%	13,6%	18,2%	13,6%	4,5%	13,6%	23
	Dutch	12,3%	36,2%	13,0%	2,2%	10,9%	4,3%	21,0%	78
	Other	16,1%	35,3%	12,6%	4,4%	14,2%	4,9%	12,5%	530
Market area	Scandinavia	14,1%	26,5%	18,3%	7,3%	12,8%	5,5%	15,5%	568
	Britain	16,6%	40,5%	10,0%	8,1%	5,4%	11,7%	7,7%	571
	Central/South-Europe	16,3%	31,1%	12,2%	7,4%	13,1%	4,3%	15,7%	456
	North America	12,4%	43,1%	9,2%	1,0%	8,5%	13,3%	12,5%	367
	Other	14,9%	28,0%	16,9%	2,1%	19,2%	6,5%	12,4%	181
Type of trip	Package tour	14,3%	33,5%	14,1%	6,8%	5,7%	16,1%	9,5%	377
	Individually arranged	15,6%	34,0%	13,3%	5,1%	11,9%	6,3%	13,7%	1439
	Mix of both	14,1%	35,6%	11,0%	9,3%	10,1%	8,2%	11,7%	313
Purpose of visit	Vacation/holiday	14,2%	36,5%	12,3%	6,4%	9,5%	9,0%	12,2%	1772
	Conference/meeting	22,6%	30,5%	19,6%	2,5%	6,9%	3,5%	14,5%	216
	Study/research	7,4%	18,2%	21,2%		44,0%		9,2%	97
	Visiting friends/relatives	6,4%	33,0%	16,0%	3,6%	17,6%	6,9%	16,5%	144
	Business/Employment	31,9%	31,2%	17,5%		6,5%	0,8%	12,1%	98
	Event in Iceland	11,1%	29,1%	15,3%	6,9%	14,0%	4,1%	19,6%	142
	Other	16,1%	15,4%	5,8%	6,9%	20,0%	16,2%	19,5%	149

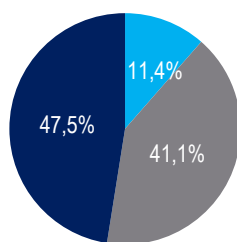
*Individuals asked: Everyone

**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

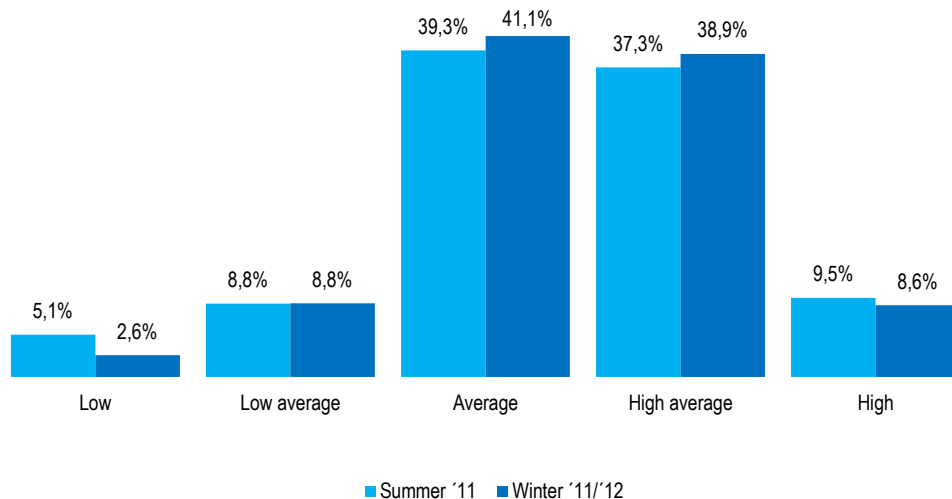
[BA07] Level of total household income

Answers	Count	Pct. %	Conf. lim +/-
Low	54	2,6%	0,7%
Low average	185	8,8%	1,2%
Average	857	41,1%	2,1%
High average	811	38,9%	2,1%
High	180	8,6%	1,2%
Number of answers	2086	100,0%	
Responded	2086	95,7%	
Did not respond**	95	4,3%	
Number of respondents	2181	100,0%	
Asked*	2181	100,0%	
Not asked	0	0,0%	
Number of participants	2181	100,0%	

Household income



■ Low/Low average
■ Average
■ High/High average



		Low	Low average	Average	High average	High	Number of answers
Total	Total	2,6%	8,8%	41,1%	38,9%	8,6%	2086
Gender	Male	2,2%	7,4%	36,0%	43,3%	11,1%	960
	Female	2,9%	10,1%	45,4%	35,1%	6,5%	1126
Age	24 years and younger	8,1%	15,4%	59,9%	14,0%	2,6%	191
	25-34 years	3,1%	13,7%	45,4%	33,4%	4,4%	721
	35-44 years	1,7%	5,6%	38,1%	45,5%	9,1%	393
	45-54 years	1,6%	5,2%	33,3%	47,6%	12,3%	361
	55 years and older	1,0%	3,8%	34,5%	45,8%	14,9%	420
Profession	Managerial		3,7%	26,8%	50,4%	19,1%	321
	Professional	0,7%	3,6%	35,1%	50,5%	10,0%	705
	Specialized staff	1,9%	8,5%	55,9%	29,8%	3,9%	273
	Clerical/Service	1,0%	12,7%	58,3%	27,9%		127
	Student	13,4%	31,6%	41,5%	10,5%	3,0%	206
	Retired/Homemaker	1,8%	6,3%	40,4%	41,2%	10,2%	165
	Other	3,7%	12,0%	47,5%	31,3%	5,5%	265
	Household income	Low	100,0%				
	Low average		100,0%				185
	Average			100,0%			857
	High average				100,0%		811
	High					100,0%	180
Nationality	American	0,8%	6,4%	36,5%	43,8%	12,4%	302
	German	6,3%	10,5%	42,1%	35,8%	5,3%	133
	French	3,0%	8,0%	43,0%	41,0%	5,0%	104
	Danish	4,7%	8,2%	31,8%	49,4%	5,9%	155
	British	1,6%	7,7%	41,0%	39,1%	10,6%	418
	Norwegian	2,8%	10,3%	37,4%	46,7%	2,8%	196
	Swedish	3,0%	10,0%	49,0%	29,0%	9,0%	135
	Spanish		19,0%	52,4%	28,6%		32
	Italian		16,7%	50,0%	27,8%	5,6%	19
	Dutch	3,8%	7,6%	38,2%	38,9%	11,5%	74
	Other	2,7%	9,6%	44,7%	33,5%	9,6%	518
	Market area	Scandinavia	3,5%	11,5%	38,2%	40,8%	5,9%
Britain		1,9%	8,9%	40,8%	39,7%	8,8%	556
Central/South-Europe		4,5%	7,5%	43,7%	36,6%	7,7%	430
North America		1,3%	6,2%	38,1%	42,3%	12,0%	356
Other			9,0%	49,5%	28,8%	12,6%	173
Type of trip	Package tour	2,3%	7,2%	40,9%	41,2%	8,4%	368
	Individually arranged	2,9%	9,6%	40,7%	38,1%	8,7%	1409
	Mix of both	1,8%	7,1%	43,4%	39,6%	8,1%	293
Purpose of visit	Vacation/holiday	2,2%	8,2%	41,2%	39,9%	8,5%	1724
	Conference/meeting	2,3%	7,0%	36,6%	43,1%	11,1%	215
	Study/research	4,0%	22,3%	50,4%	17,7%	5,6%	91
	Visiting friends/relatives	9,8%	14,1%	41,5%	29,7%	4,9%	140
	Business/Employment	3,3%	5,0%	37,0%	35,9%	18,8%	98
	Event in Iceland	5,2%	16,0%	39,6%	34,1%	5,2%	141
	Other	6,9%	13,3%	33,9%	36,8%	9,2%	142

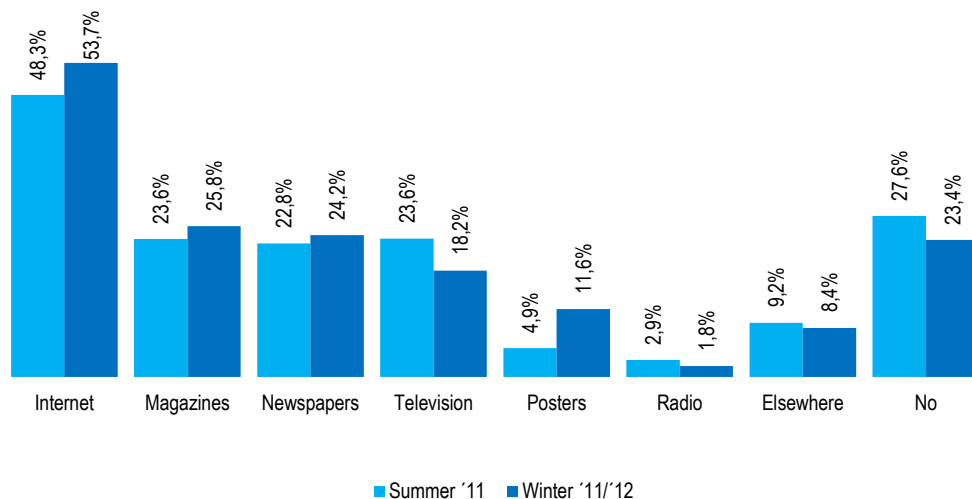
*Individuals asked: Everyone

**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[DE01] Have you seen or heard about Iceland as a travel destination through advertising or media coverage during the last three months?



Answers	Count	Pct.%	Conflim +/-
Internet (web sites, blogs, social media)	1157	53,7%	2,1%
Magazines	555	25,8%	1,8%
Newspapers	522	24,2%	1,8%
Television	392	18,2%	1,6%
Posters (outdoor media)	250	11,6%	1,4%
Radio	40	1,8%	0,6%
Elsewhere	181	8,4%	1,2%
No, I have not noticed Iceland being advertised or discussed as a travel destination	505	23,4%	1,8%
Number of answers	2154		
Responded	2154	98,8%	
Did not respond**	27	1,2%	
Number of respondents	2181	100,0%	
Asked*	2181	100,0%	
Not asked	0	0,0%	
Number of participants	2181	100,0%	



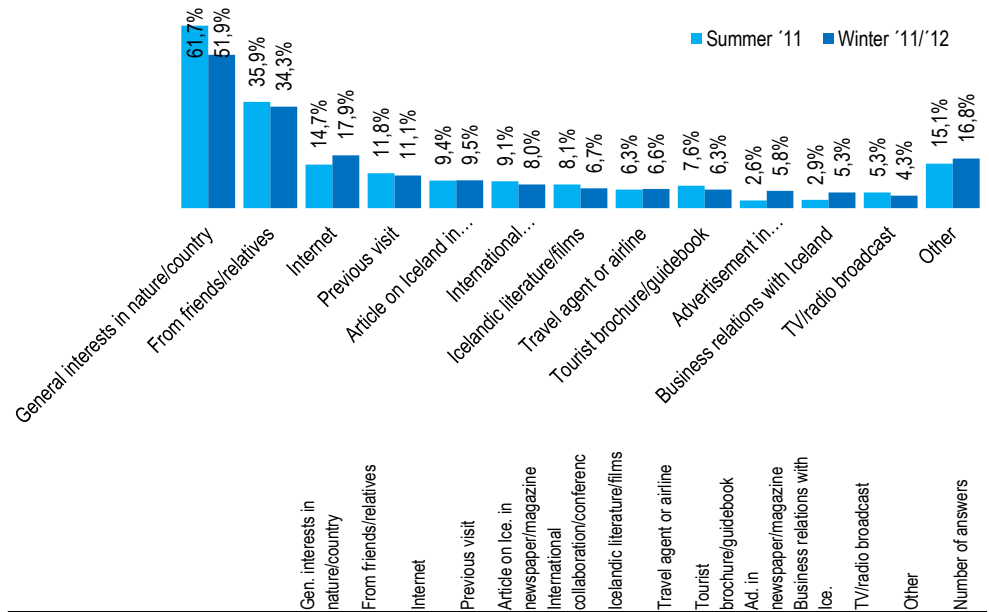
		Internet	Magazines	Newspapers	Television	Posters	Radio	Elsewhere	No	Number of answers
Total	Total	53,7%	25,8%	24,2%	18,2%	11,6%	1,8%	8,4%	23,4%	2154
Gender	Male	55,9%	26,1%	26,2%	18,6%	10,7%	1,6%	7,3%	22,5%	981
	Female	51,9%	25,5%	22,6%	17,8%	12,4%	2,0%	9,3%	24,2%	1173
Age	24 years and younger	50,8%	21,6%	13,3%	14,7%	13,9%		6,9%	28,9%	212
	25-34 years	57,1%	22,9%	16,3%	17,6%	18,1%	1,4%	8,4%	23,4%	737
	35-44 years	51,9%	24,8%	23,5%	16,8%	10,0%	2,2%	5,9%	28,2%	404
	45-54 years	53,0%	29,6%	28,8%	20,5%	8,4%	2,3%	10,4%	21,2%	366
	55 years and older	51,8%	30,3%	39,9%	20,2%	3,7%	2,7%	9,6%	18,3%	435
Profession	Managerial	47,5%	30,6%	26,3%	17,0%	14,7%	1,5%	7,0%	25,6%	318
	Professional	55,2%	25,5%	23,6%	19,8%	14,7%	2,7%	9,2%	20,1%	727
	Specialized staff	53,9%	20,9%	26,3%	16,4%	6,8%	2,0%	8,7%	28,7%	279
	Clerical/Service	54,3%	23,6%	22,2%	18,1%	7,4%	1,4%	5,9%	23,0%	130
	Student	56,9%	21,8%	15,1%	16,6%	10,2%		7,3%	27,3%	226
	Retired/Homemaker	55,3%	30,3%	38,6%	16,7%	4,2%	2,2%	7,4%	17,2%	175
	Other	52,9%	28,4%	21,2%	20,5%	11,7%	1,3%	9,2%	25,2%	267
Household income	Low	62,8%	29,9%	22,6%	25,4%	7,0%	5,3%	9,8%	19,8%	53
	Low average	49,3%	25,3%	20,7%	18,8%	11,1%	1,6%	5,7%	30,9%	181
	Average	56,3%	23,9%	22,0%	18,3%	10,5%	1,9%	8,5%	21,5%	852
	High average	53,9%	26,9%	27,0%	17,5%	12,7%	1,5%	8,9%	22,9%	799
	High	43,8%	27,8%	27,1%	17,4%	12,7%	0,7%	8,7%	26,3%	176
Nationality	American	59,4%	24,5%	14,2%	13,8%	22,6%	1,1%	13,0%	21,1%	317
	German	46,3%	41,7%	24,1%	52,8%	5,6%	10,2%	11,1%	17,6%	151
	French	47,5%	23,8%	14,9%	23,8%	21,8%	3,0%	5,9%	22,8%	105
	Danish	52,9%	27,1%	36,5%	16,5%	3,5%	1,2%	14,1%	28,2%	155
	British	49,4%	24,9%	34,4%	18,8%	11,5%	1,5%	4,5%	21,1%	435
	Norwegian	62,6%	23,4%	30,8%	10,3%	1,9%	1,9%	7,5%	24,3%	196
	Swedish	54,6%	27,8%	37,1%	14,4%	2,1%		8,2%	21,6%	131
	Spanish	61,9%	23,8%	19,0%	14,3%	19,0%		9,5%	23,8%	32
	Italian	54,5%	18,2%	13,6%	18,2%	4,5%		13,6%	27,3%	23
	Dutch	50,4%	21,6%	20,9%	21,6%	20,9%	0,7%	9,4%	25,2%	78
	Other	53,9%	24,1%	16,0%	13,5%	11,5%	0,9%	6,8%	27,0%	528
Market area	Scandinavia	59,8%	27,4%	32,8%	14,7%	3,7%	1,2%	9,0%	22,5%	563
	Britain	51,2%	24,2%	31,1%	15,8%	16,8%	1,6%	5,0%	20,9%	572
	Central/South-Europe	48,9%	32,1%	18,8%	31,6%	12,5%	4,0%	9,4%	21,4%	459
	North America	57,1%	23,4%	15,4%	14,1%	18,0%	1,0%	12,6%	22,7%	374
	Other	47,0%	14,6%	7,3%	11,2%	4,2%	0,7%	6,6%	41,9%	180
Type of trip	Package tour	54,0%	24,8%	26,4%	20,0%	10,1%	1,3%	5,6%	19,9%	377
	Individually arranged	52,3%	26,5%	24,1%	18,3%	10,9%	2,0%	9,3%	25,9%	1449
	Mix of both	60,3%	22,8%	23,5%	15,4%	16,9%	1,9%	7,0%	17,0%	315
Purpose of visit	Vacation/holiday	54,0%	26,0%	24,4%	18,4%	13,1%	2,1%	8,3%	22,5%	1784
	Conference/meeting	50,9%	22,6%	29,2%	17,0%	5,2%	1,0%	10,0%	25,4%	209
	Study/research	72,0%	29,7%	21,6%	17,6%	9,6%	1,9%	12,6%	16,3%	96
	Visiting friends/relatives	60,2%	29,3%	33,4%	19,2%	10,0%	3,0%	11,4%	26,0%	139
	Business/Employment	48,9%	33,8%	21,0%	14,1%	8,1%	0,6%	9,7%	28,8%	98
	Event in Iceland	59,3%	26,8%	27,5%	13,0%	16,1%	4,5%	6,9%	23,6%	140
	Other	47,8%	26,8%	22,4%	21,8%	9,4%	3,6%	8,8%	29,4%	152

*Individuals asked: Everyone

**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[DE02] Where did you get the idea of coming to Iceland?

Answers	Count	Pct %	Conf. lim +/-
General interests in nature/country	1126	51,9%	2,1%
From friends/relatives	744	34,3%	2,0%
Internet	388	17,9%	1,6%
Previous visit	241	11,1%	1,3%
Article on Iceland in newspaper/magazine	206	9,5%	1,2%
International collaboration/conference/NGO	174	8,0%	1,1%
Icelandic literature/films	146	6,7%	1,1%
Travel agent or airline	142	6,6%	1,0%
Tourist brochure/guidebook	136	6,3%	1,0%
Advertisement in newspaper/magazine	127	5,8%	1,0%
Business relations with Iceland	116	5,3%	0,9%
TV/radio broadcast	92	4,3%	0,8%
Other	366	16,8%	1,6%
Number of answers	2171		
Responded	2171	99,6%	
Did not respond**	10	0,4%	
Number of respondents	2181	100,0%	
Asked*	2181	100,0%	
Not asked	0	0,0%	
Number of participants	2181	100,0%	

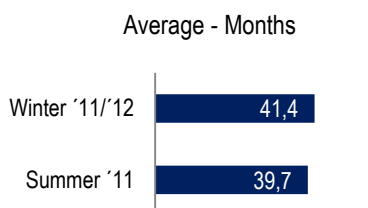
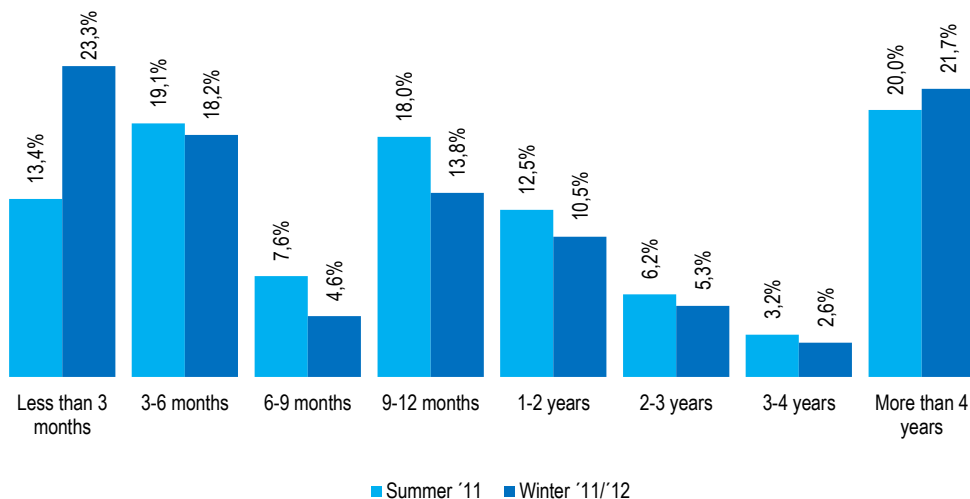


		Gen. interests in nature/country	From friends/relatives	Internet	Previous visit	Article on Ice. in newspaper/magazine	International collaboration/conference	Icelandic literature/films	Travel agent or airline	Tourist brochure/guidebook	Ad. in newspaper/magazine	Business relations with Ice.	TV/radio broadcast	Other	Number of answers
Total	Total	51,9%	34,3%	17,9%	11,1%	9,5%	8,0%	6,7%	6,6%	6,3%	5,8%	5,3%	4,3%	16,8%	2171
Gender	Male	52,2%	30,9%	18,1%	12,4%	10,0%	8,9%	6,8%	6,5%	6,6%	5,4%	7,2%	4,4%	14,1%	994
	Female	51,6%	37,1%	17,6%	10,1%	9,1%	7,2%	6,6%	6,6%	6,0%	6,2%	3,7%	4,1%	19,1%	1177
Age	24 years and younger	53,8%	40,1%	18,9%	8,8%	5,3%	9,3%	4,2%	3,2%	3,4%	4,6%	2,2%	1,7%	26,5%	213
	25-34 years	55,5%	39,2%	22,3%	8,6%	7,2%	6,5%	6,3%	7,3%	5,7%	6,3%	4,3%	4,5%	14,2%	740
	35-44 years	47,6%	32,2%	13,8%	11,0%	7,2%	9,3%	6,1%	5,3%	6,3%	2,4%	9,2%	2,5%	14,3%	408
	45-54 years	49,0%	28,7%	15,7%	14,0%	11,1%	9,4%	6,2%	4,3%	5,6%	5,2%	7,3%	6,2%	22,5%	367
	55 years and older	51,2%	29,6%	15,4%	14,2%	16,2%	7,6%	9,6%	10,0%	9,2%	9,3%	3,3%	5,1%	14,3%	442
Profession	Managerial	44,2%	26,4%	14,1%	12,1%	10,7%	9,4%	3,7%	5,0%	4,4%	5,8%	10,2%	4,2%	14,6%	321
	Professional	53,5%	35,1%	20,0%	10,0%	11,0%	7,0%	7,8%	9,5%	5,9%	5,9%	5,9%	6,2%	13,7%	731
	Specialized staff	52,7%	36,4%	18,9%	11,1%	7,0%	12,4%	5,3%	2,7%	7,9%	5,2%	5,6%	3,5%	18,0%	281
	Clerical/Service	58,9%	36,1%	20,1%	8,3%	7,6%	5,7%	0,5%	6,6%	3,8%	8,2%	0,8%	2,7%	17,1%	130
	Student	51,5%	40,9%	16,4%	8,3%	3,3%	11,1%	7,8%	3,6%	4,1%	2,9%	3,3%	1,6%	26,1%	230
	Retired/Homemaker	53,2%	30,9%	15,6%	15,9%	13,1%	2,9%	10,2%	13,6%	10,9%	10,2%	0,4%	4,7%	13,5%	178
	Other	51,5%	35,6%	16,8%	14,3%	9,0%	7,1%	8,5%	2,5%	7,2%	4,7%	5,5%	2,5%	20,1%	268
Household income	Low	56,9%	33,2%	12,1%	16,1%	8,5%	9,0%	15,6%	5,4%	6,4%	5,7%	4,9%	5,9%	18,1%	54
	Low average	53,0%	36,7%	14,9%	9,6%	7,7%	9,1%	9,8%	3,1%	4,8%	4,2%	4,6%	4,1%	23,4%	185
	Average	53,7%	35,2%	20,9%	8,8%	9,5%	7,9%	6,2%	5,9%	7,8%	5,5%	4,0%	5,4%	15,3%	854
	High average	49,7%	33,5%	17,2%	12,8%	10,3%	8,2%	6,4%	8,6%	4,9%	5,9%	6,1%	3,5%	17,0%	805
	High	46,6%	29,4%	12,3%	13,1%	11,1%	8,7%	5,3%	5,2%	5,5%	5,5%	11,1%	1,8%	13,1%	179
Nationality	American	46,6%	35,6%	22,0%	8,7%	9,1%	3,8%	8,0%	13,3%	9,8%	5,7%	1,9%	4,9%	21,2%	321
	German	66,7%	26,9%	8,3%	13,9%	13,9%	8,3%	20,4%	10,2%	8,3%	5,6%	5,6%	9,3%	19,4%	151
	French	67,6%	23,5%	20,6%	15,7%	5,9%	5,9%	9,8%	4,9%	4,9%	5,9%	3,9%	8,8%	17,6%	106
	Danish	31,8%	29,4%	10,6%	18,8%	2,4%	25,9%	5,9%	5,9%	3,5%	3,5%	9,4%	1,2%	21,2%	155
	British	56,1%	32,9%	21,4%	7,6%	15,7%	1,1%	4,2%	5,8%	6,1%	11,1%	3,2%	4,6%	15,3%	436
	Norwegian	48,6%	46,7%	16,8%	22,4%	4,7%	9,3%	0,9%	6,5%	2,8%	2,8%	8,4%	1,9%	15,9%	196
	Swedish	44,6%	35,6%	10,9%	11,9%	8,9%	13,9%	7,9%	3,0%	6,9%	4,0%	8,9%	5,0%	12,9%	137
	Spanish	76,2%	23,8%	23,8%	4,8%	14,3%	4,8%	9,5%		4,8%	4,8%			23,8%	32
	Italian	59,1%	22,7%	13,6%	4,5%	4,5%	9,1%	4,5%	4,5%			9,1%	9,1%	27,3%	23
	Dutch	51,4%	34,3%	16,4%	10,7%	5,7%	7,9%	2,9%	4,3%	8,6%	5,0%	4,3%	5,0%	14,3%	79
Other	51,5%	36,3%	18,8%	7,9%	8,7%	9,5%	6,1%	4,4%	5,9%	4,4%	6,4%	2,8%	14,3%	534	
Market area	Scandinavia	43,3%	38,1%	14,1%	18,3%	5,7%	16,1%	5,2%	5,3%	4,1%	3,5%	10,2%	1,9%	15,7%	569
	Britain	55,4%	36,1%	20,7%	7,2%	14,7%	1,9%	4,9%	5,1%	6,4%	11,2%	3,1%	4,1%	15,4%	575
	Central/South-Europe	62,6%	27,5%	15,1%	13,0%	9,1%	8,3%	11,7%	5,5%	6,7%	4,1%	5,6%	7,3%	18,9%	461
	North America	48,9%	36,9%	20,8%	6,9%	8,9%	2,1%	7,0%	13,0%	9,5%	5,1%	0,7%	5,2%	19,5%	377
	Other	47,6%	28,6%	22,1%	5,5%	7,5%	12,3%	3,4%	4,7%	4,8%	2,4%	6,1%	2,5%	13,8%	185
Type of trip	Package tour	50,8%	33,5%	22,8%	6,3%	14,3%	3,5%	5,6%	8,8%	8,4%	11,3%	3,4%	5,3%	16,0%	381
	Individually arranged	51,7%	34,7%	15,0%	13,5%	8,2%	10,1%	7,4%	5,6%	5,5%	4,0%	6,5%	4,1%	16,6%	1459
	Mix of both	55,7%	32,7%	25,3%	6,5%	10,0%	3,4%	4,7%	8,5%	7,5%	8,0%	2,4%	3,9%	17,8%	315
Purpose of visit	Vacation/holiday	59,5%	37,9%	20,4%	11,1%	11,2%	2,7%	7,4%	7,5%	7,1%	7,0%	1,9%	5,1%	15,1%	1798
	Conference/meeting	16,3%	7,6%	4,7%	13,9%	1,4%	61,8%	3,6%	1,4%	0,3%	0,3%	25,6%	0,4%	13,8%	217
	Study/research	34,9%	24,8%	8,4%	14,3%	3,5%	32,5%	8,0%	1,4%	2,1%		17,8%	0,8%	28,5%	96
	Visiting friends/relatives	35,0%	66,8%	4,9%	31,5%	2,2%	9,8%	11,8%	2,1%	0,5%	0,8%	5,7%	2,9%	20,2%	146
	Business/Employment	13,6%	11,6%	4,6%	12,8%	3,9%	18,7%	2,2%	1,2%	0,6%	0,6%	60,2%	2,0%	17,2%	98
	Event in Iceland	39,2%	35,3%	14,8%	21,9%	9,6%	13,9%	10,5%	6,0%	2,0%	5,5%	5,7%	6,1%	30,2%	143
	Other	53,2%	27,0%	15,5%	15,3%	11,7%	8,0%	14,1%	2,9%	10,0%	2,9%	1,8%	2,8%	36,9%	148

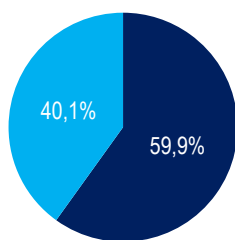
*Individuals asked: Everyone
 **Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[DE03] How long was it since you first considered coming to Iceland

Answers	Count	Pct. %	Conf. lim +/-
Less than 3 months	454	23,3%	1,9%
3-6 months	353	18,2%	1,7%
6-9 months	89	4,6%	0,9%
9-12 months	269	13,8%	1,5%
1-2 years	205	10,5%	1,4%
2-3 years	104	5,3%	1,0%
3-4 years	50	2,6%	0,7%
More than 4 years	421	21,7%	1,8%
Number of answers	1943	100,0%	
Responded	1943	89,1%	
Did not respond**	238	10,9%	
Number of respondents	2181	100,0%	
Asked*	2181	100,0%	
Not asked	0	0,0%	
Number of participants	2181	100,0%	



How long considering



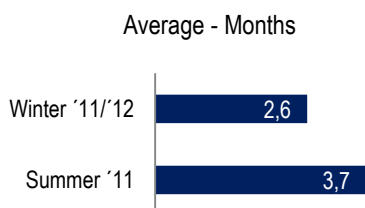
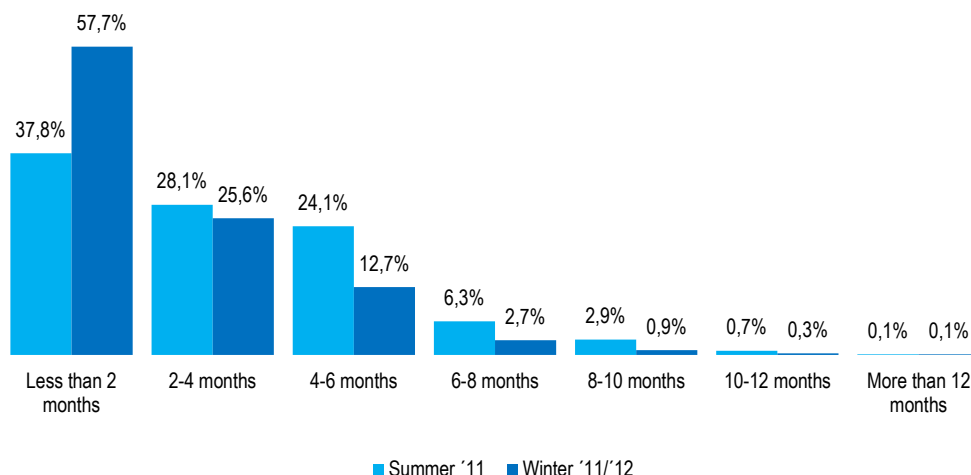
■ Year or less ■ More than a year

*Individuals asked: Everyone
 **Those who did not respond are those who responded 'don't know' or 'don't want to answer'

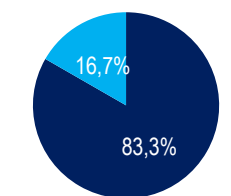
		Less than 3 months	3-6 months	6-9 months	9-12 months	1-2 years	2-3 years	3-4 years	More than 4 years	Number of answers	Average	Conf. lim +/-
Total	Total	23,3%	18,2%	4,6%	13,8%	10,5%	5,3%	2,6%	21,7%	1943	41,4	3,7
Gender	Male	21,8%	18,8%	4,3%	15,1%	11,9%	4,3%	2,0%	21,8%	880	45,1	6,4
	Female	24,7%	17,7%	4,8%	12,8%	9,4%	6,2%	3,0%	21,5%	1063	38,3	4,1
Age	24 years and younger	22,6%	27,4%	6,5%	13,6%	9,2%	6,4%	3,1%	11,2%	187	21,6	5,4
	25-34 years	23,4%	17,5%	4,7%	15,6%	12,4%	6,7%	2,8%	17,0%	663	29,9	4,9
	35-44 years	26,9%	12,2%	4,0%	10,7%	10,7%	4,1%	2,4%	28,9%	361	45,6	7,3
	45-54 years	21,7%	17,5%	3,9%	17,0%	8,4%	5,4%	2,5%	23,6%	332	49,0	10,0
	55 years and older	21,8%	20,8%	4,5%	11,2%	9,8%	3,7%	2,0%	26,2%	399	59,5	11,1
Profession	Managerial	27,0%	20,7%	3,9%	12,3%	10,4%	2,7%	2,3%	20,7%	297	40,4	9,4
	Professional	21,7%	16,9%	4,5%	15,2%	12,5%	4,9%	1,6%	22,6%	661	40,2	5,5
	Specialized staff	24,7%	12,4%	5,8%	15,7%	11,1%	7,1%	1,5%	21,8%	247	43,9	10,5
	Clerical/Service	19,5%	16,0%	4,3%	14,5%	17,7%	5,6%	1,1%	21,2%	114	41,4	17,2
	Student	21,4%	25,2%	6,1%	11,9%	8,5%	6,6%	4,4%	15,9%	202	25,3	4,9
	Retired/Homemaker	25,7%	22,2%	4,8%	8,1%	4,6%	5,8%	5,5%	23,3%	158	53,3	16,9
	Other	23,7%	16,6%	2,6%	15,9%	8,0%	6,2%	3,5%	23,4%	239	48,2	13,7
Household income	Low	28,1%	22,0%	7,0%	4,3%	7,6%	6,4%	24,5%	48	55,8	26,9	
	Low average	20,4%	18,3%	7,7%	11,4%	9,5%	3,2%	5,1%	24,5%	166	36,1	10,0
	Average	20,0%	19,7%	3,9%	16,2%	10,3%	5,9%	2,7%	21,3%	738	42,6	6,4
	High average	25,2%	17,6%	4,5%	12,7%	11,7%	5,5%	1,9%	20,8%	743	39,0	5,4
	High	27,4%	15,7%	6,6%	12,0%	6,6%	2,2%	1,5%	27,9%	165	55,6	16,5
Nationality	American	22,1%	18,0%	4,5%	13,1%	11,1%	4,1%	3,7%	23,4%	296	43,9	9,5
	German	18,6%	18,6%	16,5%	10,3%	6,2%	2,1%	27,8%	136	46,0	12,1	
	French	29,2%	29,2%	9,0%	10,1%	6,7%	2,2%	1,1%	12,4%	92	20,8	10,7
	Danish	22,9%	18,6%	1,4%	14,3%	10,0%	4,3%	1,4%	27,1%	128	41,6	11,5
	British	21,4%	20,2%	3,0%	14,3%	10,1%	6,2%	3,0%	21,8%	402	41,9	8,0
	Norwegian	20,8%	14,6%	5,2%	14,6%	9,4%	3,1%	1,0%	31,3%	176	60,1	15,6
	Swedish	19,0%	20,2%	7,1%	9,5%	6,0%	6,0%	1,2%	31,0%	114	53,3	16,1
	Spanish	30,0%	10,0%	10,0%	15,0%	20,0%	5,0%		10,0%	30	19,4	10,3
	Italian	22,2%	5,6%	5,6%	16,7%	27,8%	5,6%		16,7%	19	28,1	17,8
	Dutch	20,2%	14,5%	6,5%	14,5%	14,5%	8,1%		20,2%	70	41,9	18,4
	Other	28,2%	16,4%	5,7%	14,2%	11,2%	6,3%		14,5%	479	34,4	7,8
Market area	Scandinavia	21,9%	16,8%	4,1%	13,1%	9,5%	5,0%	1,6%	28,0%	490	51,4	8,0
	Britain	23,3%	18,9%	3,3%	13,8%	10,6%	6,4%	3,0%	20,7%	528	40,1	6,6
	Central/South-Europe	24,1%	18,1%	5,7%	15,2%	11,1%	4,3%	1,8%	19,7%	411	36,1	6,6
	North America	20,4%	18,5%	4,8%	15,3%	11,1%	5,2%	4,3%	20,4%	345	39,3	8,1
	Other	31,9%	20,0%	6,8%	9,9%	11,0%	6,1%	1,5%	12,9%	165	33,5	16,7
Type of trip	Package tour	26,1%	22,0%	3,8%	11,5%	11,1%	4,0%	1,6%	19,9%	348	39,7	9,0
	Individually arranged	23,1%	17,4%	4,6%	13,8%	9,9%	5,5%	2,7%	23,0%	1295	42,8	4,5
	Mix of both	21,6%	16,5%	5,4%	16,6%	11,8%	6,1%	3,2%	18,6%	291	38,3	8,5
Purpose of visit	Vacation/holiday	22,3%	17,8%	4,4%	13,5%	10,8%	5,8%	2,8%	22,6%	1626	42,9	4,1
	Conference/meeting	24,7%	23,4%	3,0%	18,2%	10,6%	2,5%	0,4%	17,1%	177	32,1	9,2
	Study/research	15,9%	20,3%	8,3%	13,2%	15,8%	3,4%	3,2%	19,9%	77	40,6	17,0
	Visiting friends/relatives	27,1%	19,0%	5,3%	14,1%	9,2%	1,4%	1,4%	22,5%	129	41,9	15,6
	Business/Employment	32,2%	20,9%	5,1%	10,8%	9,7%	2,7%		18,6%	75	33,8	17,0
	Event in Iceland	24,6%	14,6%	1,7%	18,3%	10,8%	4,1%	1,0%	25,0%	126	52,5	22,5
	Other	22,6%	21,8%	5,9%	8,3%	5,4%	7,5%	4,1%	24,4%	131	48,9	15,7

[DE04] How long before departure did you book

Answers	Count	Pct. %	Conf. lim +/-
Less than 2 months	1225	57,7%	2,1%
2-4 months	543	25,6%	1,9%
4-6 months	269	12,7%	1,4%
6-8 months	58	2,7%	0,7%
8-10 months	19	0,9%	0,4%
10-12 months	6	0,3%	0,2%
More than 12 months	2	0,1%	0,1%
Number of answers	2122	100,0%	
Responded	2122	97,3%	
Did not respond**	59	2,7%	
Number of respondents	2181	100,0%	
Asked*	2181	100,0%	
Not asked	0	0,0%	
Number of participants	2181	100,0%	



How long before departure did you book



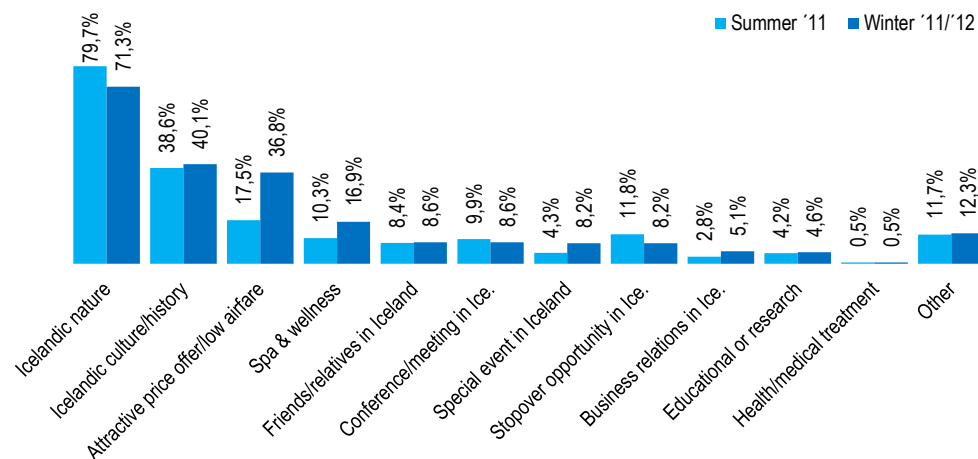
■ 4 months or less
■ More than 4 months

*Individuals asked: Everyone
**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

		Less than 2 months	2-4 months	4-6 months	6-8 months	8-10 months	10-12 months	More than 12 months	Number of answers	Average	Conf. lim +/-
Total	Total	57,7%	25,6%	12,7%	2,7%	0,9%	0,3%	0,1%	2122	2,6	0,1
Gender	Male	59,1%	25,8%	10,7%	2,7%	0,9%	0,5%	0,1%	972	2,6	0,1
	Female	56,5%	25,4%	14,3%	2,7%	0,9%	0,1%	0,1%	1149	2,7	0,1
Age	24 years and younger	67,8%	17,2%	12,0%	2,1%	0,7%		0,3%	196	2,3	0,3
	25-34 years	60,2%	26,1%	10,1%	2,5%	0,9%	0,2%		727	2,5	0,1
	35-44 years	55,7%	23,7%	14,3%	5,3%	0,8%	0,2%		402	2,7	0,2
	45-54 years	54,9%	26,5%	14,7%	2,3%	0,5%	0,9%	0,2%	364	2,7	0,2
	55 years and older	53,2%	29,6%	14,0%	1,3%	1,3%	0,3%	0,3%	433	2,8	0,2
Profession	Managerial	57,9%	25,9%	11,8%	3,5%	0,2%	0,6%		320	2,6	0,2
	Professional	57,9%	24,4%	12,8%	3,4%	1,2%	0,1%	0,1%	719	2,7	0,1
	Specialized staff	54,1%	28,6%	12,3%	4,1%	0,4%		0,4%	275	2,7	0,2
	Clerical/Service	53,6%	27,3%	15,0%	1,7%	0,9%	1,5%		126	2,8	0,4
	Student	63,1%	24,2%	10,8%	0,9%	0,6%		0,3%	215	2,4	0,3
	Retired/Homemaker	51,6%	29,7%	15,4%	1,2%	1,4%	0,7%		174	2,9	0,3
	Other	61,5%	23,1%	12,3%	1,7%	1,2%	0,2%		260	2,5	0,2
Household income	Low	67,3%	24,3%	8,4%					54	1,9	0,4
	Low average	58,1%	24,6%	14,1%	2,6%	0,6%			181	2,6	0,3
	Average	56,8%	26,0%	13,5%	2,4%	0,5%	0,5%	0,2%	822	2,7	0,1
	High average	57,2%	26,6%	11,7%	3,1%	1,1%	0,2%	0,1%	799	2,6	0,1
	High	57,8%	23,5%	12,3%	4,6%	1,7%			175	2,7	0,3
Nationality	American	53,6%	25,1%	14,8%	3,8%	1,9%	0,4%	0,4%	319	3,0	0,2
	German	56,1%	23,4%	16,8%	3,7%				150	2,7	0,3
	French	63,6%	24,2%	10,1%	2,0%				103	2,3	0,3
	Danish	68,8%	22,5%	6,3%	2,5%				146	2,0	0,3
	British	47,2%	32,6%	16,4%	1,8%	1,4%	0,3%	0,3%	429	3,1	0,2
	Norwegian	63,2%	24,5%	7,5%	2,8%	0,9%	0,9%		194	2,5	0,3
	Swedish	64,2%	22,1%	10,5%	3,2%				129	2,3	0,3
	Spanish	45,0%	30,0%	25,0%					30	2,9	0,7
	Italian	63,2%	21,1%	5,3%	5,3%	5,3%			20	2,6	1,1
	Dutch	50,0%	29,0%	14,5%	5,8%	0,7%			78	2,9	0,5
	Other	63,0%	22,6%	11,2%	2,2%	0,6%	0,4%		524	2,4	0,2
Market area	Scandinavia	67,0%	22,4%	7,5%	2,4%	0,3%	0,3%		549	2,2	0,1
	Britain	51,7%	31,0%	14,7%	1,2%	1,1%	0,2%	0,2%	569	2,8	0,2
	Central/South-Europe	58,0%	24,6%	13,7%	3,0%	0,4%	0,3%		449	2,6	0,2
	North America	49,6%	25,9%	16,6%	4,9%	2,1%	0,5%	0,3%	376	3,1	0,2
	Other	65,0%	20,0%	10,7%	3,5%	0,7%			177	2,3	0,3
Type of trip	Package tour	52,4%	28,7%	15,9%	1,8%	0,3%	0,6%	0,3%	376	2,9	0,2
	Individually arranged	60,5%	23,5%	11,3%	3,4%	1,0%	0,3%	0,0%	1426	2,5	0,1
	Mix of both	51,7%	31,1%	15,4%	0,8%	0,7%		0,2%	308	2,8	0,2
Purpose of visit	Vacation/holiday	54,6%	27,3%	13,9%	2,8%	0,8%	0,3%	0,1%	1763	2,8	0,1
	Conference/meeting	72,8%	22,3%	4,2%	0,7%				207	1,9	0,2
	Study/research	68,1%	22,3%	7,5%	1,5%			0,7%	86	2,2	0,4
	Visiting friends/relatives	76,9%	14,2%	6,0%	2,1%	0,8%			143	1,9	0,3
	Business/Employment	81,1%	15,6%	0,7%	2,0%		0,7%		91	1,5	0,3
	Event in Iceland	63,1%	20,9%	12,2%	2,5%	1,3%			135	2,4	0,3
	Other	60,9%	16,2%	17,9%	3,8%	1,2%			148	2,6	0,4

[DE05] Which of the following factors had a major impact on your decision to visit Iceland?

Answers	Count	Pct. %	Cont. lim +/-
Icelandic nature	1547	71,3%	1,9%
Icelandic culture/history	869	40,1%	2,1%
Attractive price offer / low airfare	797	36,8%	2,0%
Spa & wellness	366	16,9%	1,6%
Friends/relatives in Iceland	187	8,6%	1,2%
Conference/meeting in Iceland	187	8,6%	1,2%
Special event in Iceland	179	8,2%	1,2%
Stopover opportunity in Iceland	177	8,2%	1,2%
Business relations in Iceland	110	5,1%	0,9%
Educational or research	99	4,6%	0,9%
Health & medical treatment	10	0,5%	0,3%
Other	266	12,3%	1,4%
Number of answers	2168		
Responded	2168	99,4%	
Did not respond**	13	0,6%	
Number of respondents	2181	100,0%	
Asked*	2181	100,0%	
Not asked	0	0,0%	
Number of participants	2181	100,0%	



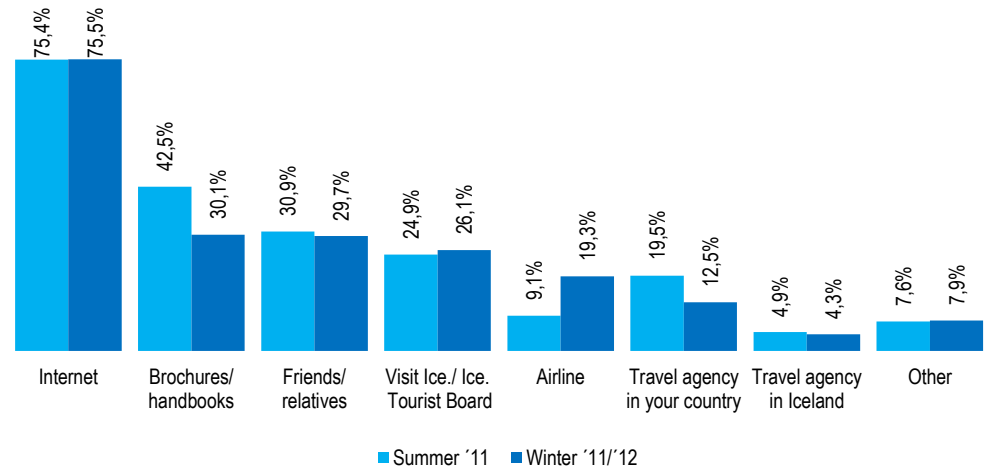
		Icelandic nature	Icelandic culture/history	Attractive price offer/low	Spa & wellness	Friends/relatives in Iceland	Conference/meeting in Ice.	Special event in Iceland	Stopover opportunity in Iceland	Business relations in Ice.	Educational or research	Health/medical treatment	Other	Number of answers
Total	Total	71,3%	40,1%	36,8%	16,9%	8,6%	8,6%	8,2%	8,2%	5,1%	4,6%	0,5%	12,3%	2168
Gender	Male	69,7%	42,7%	35,9%	16,6%	6,5%	9,1%	9,0%	9,0%	7,4%	4,0%	0,5%	10,9%	992
	Female	72,7%	37,9%	37,5%	17,0%	10,5%	8,2%	7,6%	7,5%	3,1%	5,0%	0,4%	13,4%	1176
Age	24 years and younger	79,0%	42,0%	30,6%	11,7%	11,6%	6,5%	13,0%	4,8%	3,8%	13,9%	0,9%	13,6%	212
	25-34 years	76,1%	37,8%	37,4%	20,8%	8,7%	7,4%	8,8%	6,9%	3,5%	4,2%	0,7%	9,4%	741
	35-44 years	64,7%	35,5%	35,6%	19,1%	8,8%	12,1%	9,9%	6,4%	7,1%	3,3%	0,6%	12,2%	407
	45-54 years	65,9%	37,7%	34,9%	17,2%	7,8%	9,1%	5,5%	10,0%	8,7%	3,8%	0,2%	15,2%	369
	55 years and older	70,3%	49,3%	41,3%	10,3%	7,6%	8,2%	5,8%	12,1%	3,3%	2,4%		14,0%	440
Profession	Managerial	61,6%	36,7%	32,4%	16,9%	6,0%	12,1%	6,7%	7,6%	10,5%	1,5%	0,8%	10,4%	323
	Professional	72,3%	39,5%	44,1%	17,5%	7,9%	8,5%	6,8%	10,2%	5,7%	2,6%	0,2%	10,5%	731
	Specialized staff	72,7%	39,4%	34,3%	18,1%	10,8%	11,9%	8,6%	4,1%	4,0%	7,5%	0,5%	10,6%	281
	Clerical/Service	80,2%	35,0%	38,1%	13,6%	6,3%	3,4%	7,1%	2,8%	0,8%			10,0%	128
	Student	77,3%	39,9%	22,8%	12,1%	12,0%	7,4%	11,8%	4,0%	3,1%	18,2%	1,9%	12,7%	228
	Retired/Homemaker	73,8%	47,7%	45,8%	9,8%	9,6%	3,2%	6,6%	18,3%	0,4%			18,9%	177
	Other	69,0%	44,4%	29,3%	24,3%	10,5%	8,9%	12,1%	7,1%	5,2%	4,7%	0,2%	16,9%	267
Household income	Low	66,9%	48,7%	27,0%	18,5%	20,6%	7,1%	11,6%	7,8%	6,0%	9,0%		7,6%	54
	Low average	69,0%	43,8%	29,4%	15,1%	11,2%	8,3%	13,4%	5,1%	2,9%	12,7%	1,7%	15,7%	185
	Average	74,3%	42,0%	35,3%	16,4%	8,1%	8,0%	8,2%	6,0%	4,0%	5,0%	0,5%	10,9%	855
	High average	70,3%	38,2%	40,5%	17,4%	8,8%	10,1%	7,3%	10,0%	5,5%	2,1%	0,2%	13,2%	804
	High	64,0%	35,9%	33,4%	17,8%	4,6%	9,1%	7,6%	12,8%	11,5%	3,7%	0,3%	11,5%	180
Nationality	American	68,2%	45,8%	58,7%	18,2%	6,8%	3,8%	7,2%	27,3%	2,7%	3,4%		11,0%	321
	German	83,3%	38,0%	36,1%	17,6%	10,2%	11,1%	8,3%	5,6%	4,6%	6,5%		5,6%	151
	French	80,4%	33,3%	30,4%	20,6%	12,7%	2,9%	11,8%		5,9%	3,9%		6,9%	106
	Danish	43,5%	22,4%	28,2%	9,4%	12,9%	28,2%	10,6%	11,8%	9,4%	8,2%		20,0%	155
	British	76,6%	47,7%	42,6%	14,7%	2,1%	1,2%	8,3%	1,8%	3,2%	2,2%	0,1%	17,3%	437
	Norwegian	64,5%	45,8%	34,6%	17,8%	16,8%	13,1%	8,4%	3,7%	6,5%	2,8%	0,9%	16,8%	196
	Swedish	68,0%	45,0%	20,0%	19,0%	10,0%	14,0%	15,0%	3,0%	8,0%	3,0%		10,0%	135
	Spanish	81,0%	33,3%	28,6%	9,5%		9,5%				9,5%		4,8%	32
	Italian	75,0%	25,0%	20,0%		5,0%	10,0%	5,0%		15,0%			15,0%	21
	Dutch	77,3%	30,5%	28,4%	16,3%	10,6%	7,8%	3,5%	5,7%	3,5%	2,8%	0,7%	9,2%	79
	Other	73,5%	36,8%	30,4%	19,4%	9,7%	9,4%	7,0%	7,4%	5,6%	6,9%	1,3%	9,3%	534
Market area	Scandinavia	60,0%	37,1%	30,0%	16,2%	15,1%	18,7%	10,6%	6,2%	8,7%	6,4%	0,6%	14,1%	568
	Britain	78,0%	44,4%	43,3%	18,0%	2,1%	2,3%	7,0%	0,8%	3,0%	2,3%	0,1%	16,0%	575
	Central/South-Europe	79,2%	34,4%	28,4%	16,1%	10,7%	7,6%	8,2%	3,2%	6,0%	5,2%	0,4%	7,5%	459
	North America	69,8%	47,6%	57,2%	18,5%	6,8%	2,9%	5,8%	28,3%	1,4%	2,6%	0,2%	11,2%	378
	Other	69,5%	34,6%	17,1%	14,4%	7,1%	11,7%	10,3%	8,9%	5,5%	8,9%	2,1%	9,3%	185
Type of trip	Package tour	75,7%	46,7%	49,7%	18,8%	2,8%	6,3%	6,9%	3,0%	3,3%	2,1%		14,4%	379
	Individually arranged	69,6%	38,5%	31,2%	15,6%	11,3%	9,8%	8,7%	10,7%	6,2%	5,2%	0,6%	11,3%	1459
	Mix of both	75,9%	41,2%	47,9%	20,9%	3,3%	6,0%	7,9%	3,0%	1,6%	4,7%	0,6%	13,5%	314
Purpose of visit	Vacation/holiday	79,8%	45,1%	42,5%	19,6%	7,8%	3,0%	7,3%	9,4%	1,8%	2,0%	0,4%	12,4%	1794
	Conference/meeting	31,5%	15,7%	6,2%	5,7%	6,2%	74,7%	9,0%	3,3%	22,9%	18,8%	0,6%	3,1%	216
	Study/research	57,1%	36,2%	8,7%	8,8%	6,5%	27,8%	12,1%	3,4%	19,9%	61,3%	0,7%	8,9%	96
	Visiting friends/relatives	51,6%	31,8%	22,6%	9,7%	85,0%	11,2%	18,9%	4,7%	4,1%	6,9%	0,5%	7,7%	146
	Business/Employment	31,1%	18,2%	7,8%	2,5%	6,1%	27,8%	9,1%	6,2%	58,7%	6,4%		9,4%	98
	Event in Iceland	53,7%	38,6%	25,1%	19,5%	20,8%	15,0%	74,7%	3,4%	8,2%	8,0%	0,9%	10,2%	143
	Other	66,0%	38,1%	26,0%	17,2%	8,7%	2,9%	11,9%	6,9%	0,9%	7,3%	1,6%	37,3%	150

*Individuals asked: Everyone
 **Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[DE06] From which of the following sources did you get information on Iceland when taking a decision on travelling to Iceland?



Answers	Count	Pct. %	Conf. lim +/-
Internet (web sites, blogs, social media)	1619	75,5%	1,8%
Brochures/handbooks	645	30,1%	1,9%
Friends/relatives	637	29,7%	1,9%
Visit Iceland / Icelandic	560	26,1%	1,9%
Tourist Board	414	19,3%	1,7%
Airline	269	12,5%	1,4%
Travel agency in your country	92	4,3%	0,9%
Travel agency in Iceland	169	7,9%	1,1%
Other			
Number of answers	2145		
Responded	2145	98,3%	
Did not respond**	36	1,7%	
Number of respondents	2181	100,0%	
Asked*	2181	100,0%	
Not asked	0	0,0%	
Number of participants	2181	100,0%	

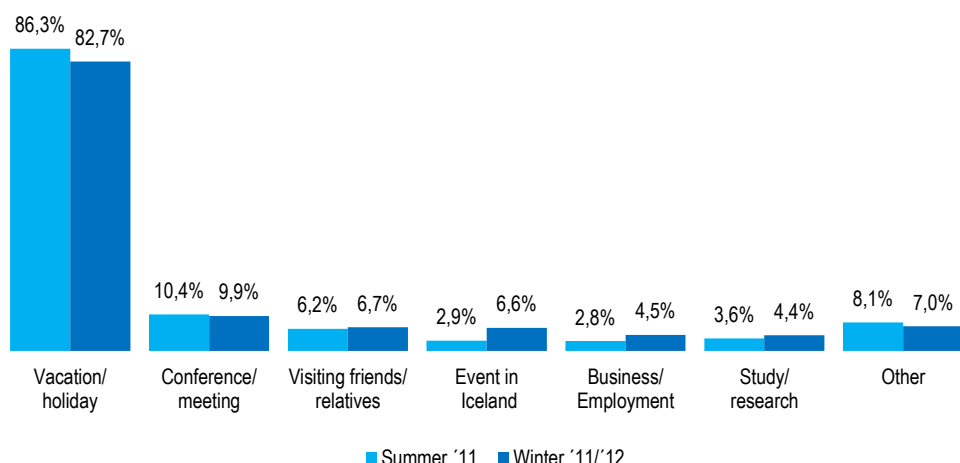


		Internet	Brochures/handbooks	Friends/relatives	Visit Ice./ Ice. Tourist Board	Airline	Travel agency in your country	Travel agency in Iceland	Other	Number of answers
Total	Total	75,5%	30,1%	29,7%	26,1%	19,3%	12,5%	4,3%	7,9%	2145
Gender	Male	74,9%	28,9%	27,8%	22,6%	19,8%	14,5%	5,0%	7,5%	973
	Female	76,0%	31,1%	31,3%	29,0%	18,9%	10,9%	3,7%	8,2%	1172
Age	24 years and younger	74,2%	27,1%	34,9%	24,3%	10,1%	8,3%	7,0%	9,3%	210
	25-34 years	80,1%	29,9%	36,5%	29,5%	18,9%	8,4%	3,3%	7,1%	732
	35-44 years	75,5%	27,9%	24,5%	25,5%	18,9%	12,3%	7,3%	7,6%	401
	45-54 years	74,1%	28,6%	21,2%	25,3%	21,1%	15,9%	3,7%	7,0%	361
	55 years and older	69,5%	35,1%	27,6%	22,6%	23,3%	18,9%	2,4%	9,5%	441
Profession	Managerial	77,4%	23,4%	21,3%	29,5%	22,7%	12,8%	5,2%	5,6%	311
	Professional	78,7%	32,2%	30,6%	28,6%	23,9%	12,5%	5,9%	6,9%	730
	Specialized staff	74,1%	27,1%	28,8%	25,9%	14,0%	12,4%	2,5%	8,5%	278
	Clerical/Service	70,3%	33,2%	26,8%	23,9%	17,9%	11,5%	1,1%	5,3%	128
	Student	74,9%	26,9%	37,8%	22,2%	12,2%	9,7%	4,6%	9,3%	225
	Retired/Homemaker	66,4%	35,6%	26,7%	22,4%	21,2%	19,4%	1,3%	10,5%	178
	Other	74,5%	32,2%	34,7%	23,9%	12,6%	11,2%	4,1%	11,9%	264
Household income	Low	75,4%	42,3%	42,7%	29,5%	18,1%	8,6%	1,2%	5,2%	51
	Low average	77,8%	29,7%	36,4%	21,7%	14,3%	7,5%	3,3%	7,5%	181
	Average	75,4%	30,7%	30,2%	26,5%	16,7%	12,8%	5,3%	7,7%	846
	High average	75,7%	28,6%	28,7%	26,7%	22,1%	13,9%	4,3%	8,5%	797
	High	70,9%	29,2%	20,8%	23,3%	24,7%	12,7%	3,1%	9,9%	178
Nationality	American	82,1%	26,2%	32,7%	28,5%	29,7%	11,4%	5,7%	9,5%	319
	German	66,0%	48,1%	23,6%	24,5%	16,0%	19,8%	3,8%	12,3%	148
	French	69,3%	49,5%	18,8%	31,7%	18,8%	12,9%	2,0%	5,9%	105
	Danish	52,5%	30,0%	45,0%	15,0%	11,3%	11,3%	3,8%	17,5%	146
	British	80,3%	32,8%	19,2%	33,1%	24,8%	13,0%	3,9%	5,2%	434
	Norwegian	67,9%	14,2%	36,8%	19,8%	17,9%	9,4%	3,8%	5,7%	194
	Swedish	69,7%	25,3%	29,3%	26,3%	14,1%	18,2%	5,1%	9,1%	134
	Spanish	85,0%	60,0%	45,0%	25,0%		15,0%	5,0%	5,0%	30
	Italian	75,0%	50,0%	25,0%	20,0%	10,0%	10,0%	5,0%		21
	Dutch	75,4%	36,2%	27,5%	18,1%	14,5%	23,2%	0,7%	5,8%	78
	Other	81,3%	25,2%	33,4%	25,3%	15,6%	9,1%	5,1%	7,0%	533
Market area	Scandinavia	66,2%	22,9%	38,5%	20,0%	14,5%	12,4%	4,3%	9,5%	553
	Britain	82,7%	31,2%	23,5%	32,2%	24,8%	10,6%	3,9%	4,8%	573
	Central/South-Europe	71,5%	42,8%	26,2%	23,8%	14,8%	17,7%	3,0%	8,5%	455
	North America	82,4%	28,4%	32,5%	30,8%	29,1%	11,5%	6,0%	9,4%	376
	Other	76,5%	21,1%	25,8%	21,1%	7,6%	9,0%	5,5%	7,9%	183
Type of trip	Package tour	72,3%	25,8%	22,0%	24,4%	26,9%	12,7%	4,2%	7,7%	377
	Individually arranged	76,3%	31,4%	32,5%	25,8%	16,5%	11,0%	3,7%	8,2%	1438
	Mix of both	76,0%	29,1%	26,0%	30,5%	23,4%	19,7%	7,6%	5,8%	313
Purpose of visit	Vacation/holiday	77,7%	31,2%	29,9%	28,8%	20,9%	12,2%	4,2%	6,4%	1785
	Conference/meeting	70,8%	20,7%	23,9%	10,8%	9,8%	12,9%	5,6%	14,1%	208
	Study/research	64,6%	33,2%	41,3%	14,6%	9,6%	14,9%	4,3%	21,7%	95
	Visiting friends/relatives	64,9%	24,9%	73,0%	13,6%	17,1%	6,9%	4,2%	3,3%	142
	Business/Employment	63,2%	22,0%	28,3%	20,3%	14,6%	16,2%	6,7%	11,4%	95
	Event in Iceland	70,3%	26,4%	34,9%	25,3%	32,9%	6,6%	2,3%	8,9%	143
	Other	71,4%	38,8%	34,4%	28,7%	17,2%	10,8%	3,3%	17,7%	147

*Individuals asked: Everyone
 **Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[DE07] Purpose of visit?

Answers	Count	Pct. %	Conf. lim +/-
Vacation/holiday	1802	82,7%	1,6%
Conference/meeting	217	9,9%	1,3%
Visiting friends/relatives	146	6,7%	1,0%
Event in Iceland	143	6,6%	1,0%
Business/Employment	98	4,5%	0,9%
Study/research	97	4,4%	0,9%
Other	152	7,0%	1,1%
Number of answers	2180		
Responded	2180	100,0%	
Did not respond**	1	0,0%	
Number of respondents	2181	100,0%	
Asked*	2181	100,0%	
Not asked	0	0,0%	
Number of participants	2181	100,0%	



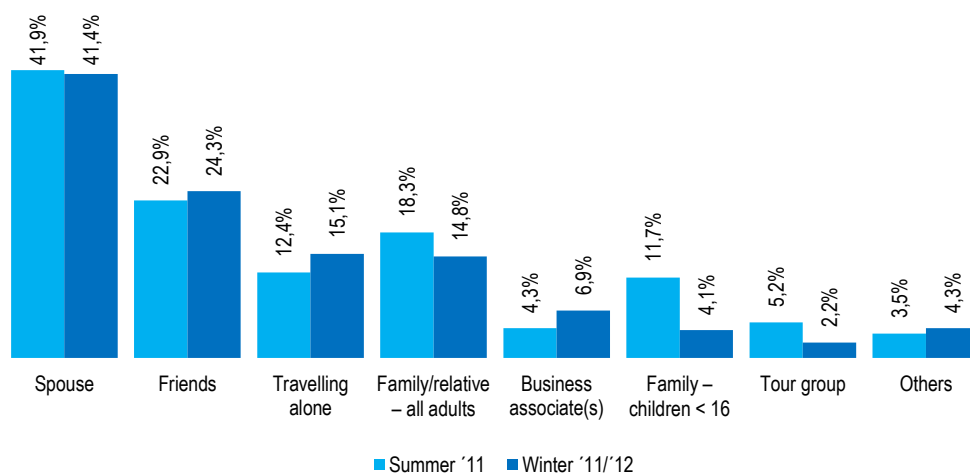
		Vacation/holiday	Conference/meeting	Visiting friends/relatives	Event in Iceland	Business/Employment	Study/research	Other	Number of answers
Total	Total	82,7%	9,9%	6,7%	6,6%	4,5%	4,4%	7,0%	2180
Gender	Male	80,6%	11,4%	5,4%	7,4%	6,4%	3,9%	8,1%	997
	Female	84,4%	8,7%	7,8%	5,8%	2,9%	4,9%	6,0%	1183
Age	24 years and younger	76,6%	5,1%	10,2%	9,3%	4,8%	15,2%	9,3%	214
	25-34 years	85,7%	8,2%	6,6%	8,0%	3,8%	3,6%	5,9%	746
	35-44 years	81,0%	13,4%	6,2%	7,8%	5,8%	3,6%	6,4%	408
	45-54 years	78,0%	13,2%	5,6%	4,7%	5,5%	2,2%	8,2%	370
	55 years and older	86,0%	9,3%	6,5%	3,3%	3,6%	3,2%	7,2%	442
Profession	Managerial	78,0%	15,1%	2,8%	4,9%	9,7%	2,2%	7,4%	323
	Professional	88,1%	9,0%	6,5%	5,6%	4,2%	2,4%	3,1%	733
	Specialized staff	77,7%	15,1%	8,2%	7,8%	6,1%	7,3%	3,1%	280
	Clerical/Service	87,6%	4,1%	4,0%	7,5%			7,9%	130
	Student	72,8%	6,5%	11,0%	8,6%	2,8%	18,4%	13,0%	230
	Retired/Homemaker	89,2%	4,2%	5,6%	3,2%	0,4%		13,5%	178
	Other	79,3%	11,5%	8,8%	10,2%	4,3%	3,3%	10,7%	272
Household income	Low	69,1%	9,0%	25,2%	13,5%	6,0%	6,7%	17,9%	54
	Low average	77,0%	8,1%	10,7%	12,2%	2,7%	11,0%	10,2%	185
	Average	83,0%	9,2%	6,8%	6,5%	4,2%	5,4%	5,6%	856
	High average	84,7%	11,4%	5,1%	5,9%	4,3%	2,0%	6,4%	811
	High	81,3%	13,3%	3,8%	4,1%	10,2%	2,8%	7,2%	180
Nationality	American	90,9%	3,4%	5,3%	7,2%	2,7%	3,0%	6,8%	321
	German	81,5%	11,1%	6,5%	5,6%	6,5%	4,6%	6,5%	151
	French	80,4%	5,9%	6,9%	11,8%	2,0%	2,0%	21,6%	106
	Danish	50,0%	30,2%	15,1%	5,8%	10,5%	8,1%	17,4%	157
	British	93,6%	1,9%	1,7%	3,9%	2,9%	2,1%	4,0%	437
	Norwegian	78,9%	13,8%	9,2%	8,3%	3,7%	4,6%	8,3%	199
	Swedish	73,3%	18,8%	8,9%	13,9%	4,0%	5,9%	3,0%	137
	Spanish	81,0%	19,0%	4,8%				4,8%	32
	Italian	68,2%	13,6%	4,5%		4,5%	18,2%	4,5%	23
	Dutch	83,6%	8,6%	9,3%	4,3%	2,1%	3,6%	4,3%	79
Other	83,5%	10,8%	7,6%	6,4%	6,2%	5,9%	4,9%	536	
Market area	Scandinavia	68,1%	21,5%	12,4%	9,9%	6,4%	7,4%	8,6%	575
	Britain	94,1%	2,8%	1,2%	4,0%	2,6%	1,5%	3,3%	577
	Central/South-Europe	80,2%	10,0%	7,2%	6,4%	5,7%	4,5%	9,9%	461
	North America	92,3%	1,9%	5,1%	5,2%	2,0%	2,3%	7,7%	378
	Other	80,9%	12,3%	7,0%	6,8%	6,1%	8,2%	4,8%	190
Type of trip	Package tour	90,6%	5,6%	1,1%	5,0%	2,8%	2,5%	6,3%	381
	Individually arranged	79,4%	11,7%	9,3%	7,3%	5,3%	4,8%	7,0%	1465
	Mix of both	90,0%	6,5%	1,6%	5,0%	2,4%	4,4%	7,2%	317
Purpose of visit	Vacation/holiday	100,0%	2,8%	5,3%	5,6%	1,4%	1,5%	4,3%	1802
	Conference/meeting	23,2%	100,0%	6,2%	8,6%	13,4%	13,3%	0,9%	217
	Study/research	27,9%	29,9%	8,4%	7,7%	8,4%	100,0%	5,2%	97
	Visiting friends/relatives	65,0%	9,2%	100,0%	17,5%	3,5%	5,5%	8,3%	146
	Business/Employment	25,4%	29,6%	5,1%	8,2%	100,0%	8,3%	2,5%	98
	Event in Iceland	70,0%	13,0%	17,9%	100,0%	5,6%	5,2%	8,5%	143
	Other	51,2%	1,2%	8,0%	8,0%	1,6%	3,3%	100,0%	152

*Individuals asked: Everyone

**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[BE01] With whom are you travelling?

Answers	Count	Pct %	Cont. lim +/-
Spouse	900	41,4%	2,1%
Friends	528	24,3%	1,8%
Travelling alone	329	15,1%	1,5%
Family/relative – all adults	321	14,8%	1,5%
Business associate(s)	149	6,9%	1,1%
Family – children under 16	88	4,1%	0,8%
Tour group	48	2,2%	0,6%
Others	93	4,3%	0,9%
Number of answers	2175		
Responded	2175	99,7%	
Did not respond**	6	0,3%	
Number of respondents	2181	100,0%	
Asked*	2181	100,0%	
Not asked	0	0,0%	
Number of participants	2181	100,0%	



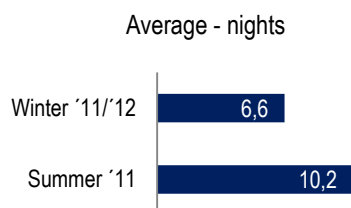
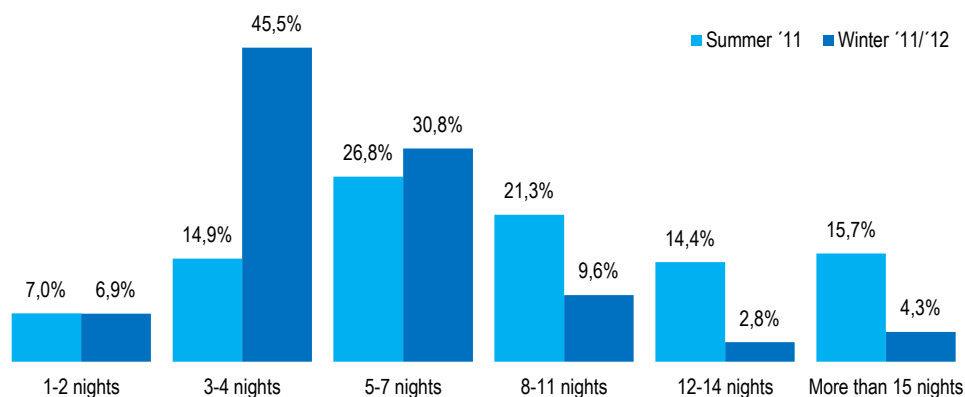
		Spouse	Friends	Travelling alone	Family/relative - all adults	Business associate(s)	Family - children under 16	Tour group	Others	Number of answers
Total	Total	41,4%	24,3%	15,1%	14,8%	6,9%	4,1%	2,2%	4,3%	2175
Gender	Male	44,8%	21,5%	17,2%	12,5%	8,1%	3,7%	1,8%	2,9%	993
	Female	38,5%	26,6%	13,4%	16,7%	5,8%	4,4%	2,6%	5,5%	1182
Age	24 years and younger	18,6%	30,4%	23,8%	14,5%	4,3%	3,8%	4,6%	9,9%	214
	25-34 years	39,7%	29,8%	17,6%	10,3%	5,7%	1,4%	0,9%	3,9%	741
	35-44 years	39,5%	21,6%	15,8%	14,3%	9,1%	6,0%	0,6%	3,4%	408
	45-54 years	44,4%	18,8%	13,3%	15,8%	9,8%	8,8%	3,1%	4,7%	370
	55 years and older	54,3%	19,0%	7,8%	21,9%	5,5%	2,9%	4,1%	2,6%	442
Profession	Managerial	45,3%	21,5%	14,2%	11,9%	11,7%	3,8%	1,4%	2,8%	323
	Professional	43,5%	25,1%	13,0%	15,7%	5,9%	4,5%	1,2%	3,1%	733
	Specialized staff	40,4%	24,3%	15,4%	13,8%	9,7%	5,4%	3,8%	3,8%	281
	Clerical/Service	47,1%	20,5%	12,7%	14,0%	6,9%	1,4%	3,7%	3,8%	128
	Student	16,0%	32,5%	25,2%	13,1%	5,1%	4,6%	3,5%	10,0%	230
	Retired/Homemaker	65,6%	19,1%	7,7%	18,0%		3,2%	3,1%	3,1%	178
	Other	34,8%	24,1%	18,7%	16,3%	7,4%	3,5%	2,3%	6,2%	271
Househ. income	Low	21,6%	16,5%	34,4%	11,4%	10,1%	1,1%	4,9%	5,6%	54
	Low average	29,7%	28,1%	21,4%	10,6%	6,8%	2,9%	1,9%	6,5%	185
	Average	38,9%	25,5%	15,2%	15,0%	6,0%	3,5%	2,8%	4,9%	855
	High average	46,0%	23,0%	13,5%	15,0%	8,3%	4,4%	1,8%	3,3%	809
	High	49,1%	18,8%	12,9%	17,1%	7,0%	7,8%	1,4%	3,1%	180
Nationality	American	42,8%	28,4%	14,4%	15,9%	3,8%	4,5%	3,4%	2,7%	321
	German	40,2%	16,8%	23,4%	13,1%	8,4%	1,9%	2,8%	2,8%	150
	French	52,9%	19,6%	17,6%	6,9%	5,9%	5,9%	2,9%	2,0%	106
	Danish	27,9%	16,3%	20,9%	14,0%	25,6%	7,0%	5,8%	7,0%	157
	British	58,4%	23,4%	6,4%	14,5%	2,1%	2,4%	0,6%	4,2%	437
	Norwegian	40,7%	25,0%	11,1%	11,1%	13,0%	5,6%	3,7%	6,5%	197
	Swedish	21,8%	24,8%	19,8%	31,7%	6,9%	3,0%	1,0%	5,9%	137
	Spanish	71,4%	9,5%	14,3%	4,8%				4,8%	32
	Italian	40,9%	18,2%	18,2%	9,1%	9,1%	18,2%	4,5%	4,5%	23
	Dutch	26,2%	21,3%	17,7%	27,0%	2,1%	5,7%	0,7%	3,5%	79
	Other	34,3%	28,9%	18,1%	12,6%	5,7%	3,7%	1,6%	4,3%	536
Market area	Scandinavia	30,2%	23,5%	17,1%	16,6%	15,3%	5,0%	3,6%	6,3%	572
	Britain	56,3%	26,5%	5,9%	12,9%	2,4%	2,0%	0,6%	4,8%	577
	Central/South-Europe	38,9%	21,1%	20,0%	13,6%	6,4%	4,8%	2,1%	3,0%	460
	North America	45,5%	26,9%	14,9%	15,6%	1,6%	4,6%	2,9%	2,3%	378
	Other	26,5%	22,8%	25,5%	16,3%	6,8%	4,8%	2,0%	4,1%	183
Type of trip	Package tour	51,3%	25,4%	5,0%	14,8%	4,7%	3,1%	6,8%	4,7%	381
	Individually arranged	37,9%	23,8%	19,1%	14,1%	7,6%	4,7%	0,8%	3,8%	1462
	Mix of both	46,6%	24,4%	9,3%	17,6%	4,9%	2,7%	3,5%	5,5%	317
Purpose of visit	Vacation/holiday	47,2%	26,4%	11,1%	16,0%	2,0%	4,6%	1,9%	3,9%	1797
	Conference/meeting	17,7%	9,5%	33,6%	3,4%	42,1%	0,8%	3,0%	4,8%	215
	Study/research	12,5%	21,6%	29,8%	5,1%	18,7%		10,3%	16,9%	97
	Visiting friends/relatives	23,6%	20,5%	39,7%	11,0%	3,1%	4,7%	3,8%	0,5%	146
	Business/Employment	12,2%	2,5%	38,7%	9,4%	40,6%	0,6%	1,4%	2,5%	98
	Event in Iceland	27,5%	31,4%	20,9%	16,2%	6,1%	3,1%	2,6%	6,8%	143
	Other	36,0%	24,2%	21,5%	14,1%	8,4%	3,9%	3,1%	8,4%	152

*Individuals asked: Everyone

**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[BE02] Total length of your stay in Iceland

Answers	Count	Pct. %	Conf. lim +/-
1-2 nights	151	6,9%	1,1%
3-4 nights	991	45,5%	2,1%
5-7 nights	672	30,8%	1,9%
8-11 nights	210	9,6%	1,2%
12-14 nights	61	2,8%	0,7%
More than 15 nights	94	4,3%	0,9%
Number of answers	2181	100,0%	
Responded	2181	100,0%	
Did not respond**	0	0,0%	
Number of respondents	2181	100,0%	
Asked*	2181	100,0%	
Not asked	0	0,0%	
Number of participants	2181	100,0%	



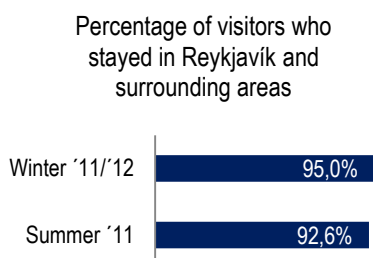
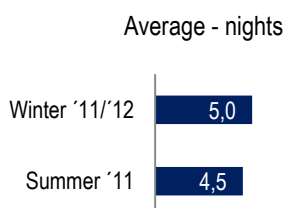
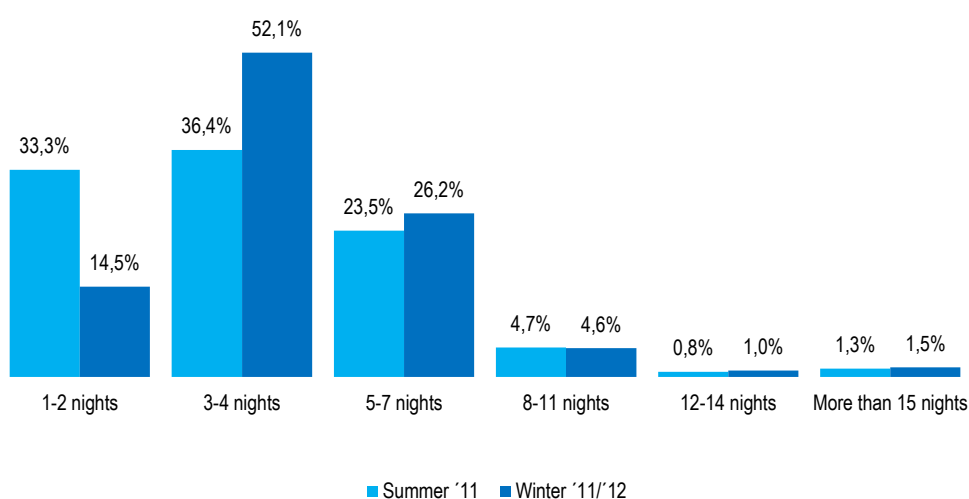
		1-2 nights	3-4 nights	5-7 nights	8-11 nights	12-14 nights	More than 15 nights	Number of answers	Average	Conf. lim +/-
Total	Total	6,9%	45,5%	30,8%	9,6%	2,8%	4,3%	2181	6,6	0,5
Gender	Male	7,5%	44,1%	30,4%	10,3%	3,2%	4,4%	997	7,2	1,0
	Female	6,5%	46,6%	31,2%	9,1%	2,5%	4,2%	1183	6,1	0,6
Age	24 years and younger	2,8%	25,0%	36,6%	20,0%	2,5%	13,1%	214	11,2	3,0
	25-34 years	6,5%	41,0%	31,0%	10,7%	4,7%	6,0%	746	7,2	0,9
	35-44 years	8,4%	47,8%	32,7%	6,9%	2,5%	1,8%	408	5,2	0,5
	45-54 years	8,3%	52,7%	28,0%	8,6%	1,0%	1,4%	370	5,2	0,7
	55 years and older	7,1%	54,7%	28,5%	6,3%	1,6%	1,9%	442	6,1	1,4
Profession	Managerial	7,7%	51,2%	31,8%	6,4%	1,8%	1,1%	323	4,7	0,3
	Professional	7,5%	46,6%	30,2%	8,9%	3,4%	3,3%	733	6,6	1,0
	Specialized staff	5,8%	49,4%	29,5%	12,2%	1,4%	1,7%	281	5,1	0,3
	Clerical/Service	10,2%	54,9%	20,1%	8,9%	3,5%	2,4%	130	5,4	1,2
	Student	4,9%	23,1%	36,8%	16,1%	2,6%	16,6%	230	12,0	3,2
	Retired/Homemaker	9,0%	50,9%	30,6%	5,5%	2,1%	1,9%	178	7,0	2,6
	Other	4,4%	42,3%	32,4%	10,5%	4,4%	6,0%	272	6,6	1,1
	Househ. income	Low	6,7%	31,8%	32,5%	10,4%	1,5%	17,1%	54	10,3
Low average	4,8%	37,8%	32,1%	14,3%	3,1%	7,9%	185	7,1	1,7	
Average	5,7%	42,8%	32,5%	10,1%	3,5%	5,4%	857	7,4	1,0	
High average	8,5%	50,9%	29,2%	7,8%	1,9%	1,6%	811	5,4	0,6	
High	8,9%	44,8%	28,2%	12,1%	3,7%	2,3%	180	7,2	2,6	
Nationality	American	14,0%	36,4%	33,7%	12,1%	1,5%	2,3%	321	5,8	1,0
	German	3,7%	38,0%	29,6%	13,0%	5,6%	10,2%	151	7,8	1,6
	French	2,0%	38,2%	35,3%	15,7%	4,9%	3,9%	106	9,0	4,0
	Danish	18,6%	34,9%	34,9%	5,8%	2,3%	3,5%	157	7,0	2,5
	British	1,7%	67,0%	24,9%	4,7%	1,2%	0,4%	437	4,4	0,2
	Norwegian	15,6%	54,1%	24,8%	2,8%		2,8%	199	4,3	0,3
	Swedish	2,0%	62,4%	25,7%	5,9%	2,0%	2,0%	137	5,1	0,9
	Spanish		28,6%	33,3%	28,6%	4,8%	4,8%	32	7,1	1,3
	Italian		22,7%	27,3%	31,8%	9,1%	9,1%	23	7,8	1,7
	Other	4,3%	29,1%	48,2%	9,9%	3,5%	5,0%	79	7,6	3,0
Market area	Scandinavia	12,3%	50,0%	27,7%	5,2%	1,4%	3,4%	575	5,6	0,9
	Britain	1,7%	65,9%	26,2%	5,1%	0,8%	0,3%	577	4,5	0,2
	Central/South-Europe	2,6%	29,8%	38,1%	15,7%	6,4%	7,4%	462	8,2	1,2
	North America	14,0%	33,7%	34,4%	11,9%	2,5%	3,5%	378	6,2	1,1
	Other	3,3%	30,6%	30,2%	18,1%	4,8%	12,9%	190	13,4	4,1
Type of trip	Package tour	4,5%	65,7%	24,0%	3,4%	1,8%	0,5%	381	4,9	1,2
	Individually arranged	8,7%	38,4%	32,4%	11,9%	3,2%	5,4%	1466	7,2	0,7
	Mix of both	2,1%	55,3%	31,3%	6,1%	2,2%	3,0%	317	5,6	1,0
Purpose of visit	Vacation/holiday	6,2%	47,9%	30,4%	9,8%	2,8%	3,0%	1802	6,0	0,5
	Conference/meeting	8,3%	36,7%	37,2%	14,5%	2,1%	1,2%	217	6,3	1,4
	Study/research	4,6%	17,0%	42,4%	12,6%	3,7%	19,6%	97	19,8	7,9
	Visiting friends/relatives	5,6%	27,8%	35,9%	16,7%	4,2%	9,7%	146	8,6	2,1
	Business/Employment	15,9%	30,3%	22,8%	13,1%	4,0%	14,0%	98	10,0	4,0
	Event in Iceland	3,4%	41,0%	35,3%	13,6%	3,1%	3,7%	143	7,7	3,1
	Other	11,3%	31,1%	29,9%	10,4%	3,3%	13,9%	152	8,7	3,1
Season	Fall (Sep.-Okt.)	5,3%	35,9%	36,0%	12,7%	4,1%	5,9%	620	7,2	0,9
	Winter (Nov.-Mar.)	7,8%	54,6%	25,4%	7,5%	1,7%	3,0%	1007	5,8	0,8
	Spring (Apr.-May)	7,1%	39,6%	34,9%	10,0%	3,4%	5,0%	553	7,4	1,3

*Individuals asked: Everyone

**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[BE03_1] Total length of your stay in Reykjavik and surrounding area?

Answers	Count	Pct. %	Conf. lim +/-
1-2 nights	300	14,5%	1,5%
3-4 nights	1079	52,1%	2,2%
5-7 nights	544	26,2%	1,9%
8-11 nights	96	4,6%	0,9%
12-14 nights	21	1,0%	0,4%
More than 15 nights	32	1,5%	0,5%
Number of answers	2071	100,0%	
Stayed in Reykjavik	2071	95,0%	
Did not stay in Reykjavik	109	5,0%	
Did not respond**	0	0,0%	
Number of respondents	2181	100,0%	
Asked*	2181	100,0%	
Not asked	0	0,0%	
Number of participants	2181	100,0%	



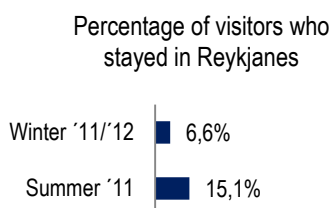
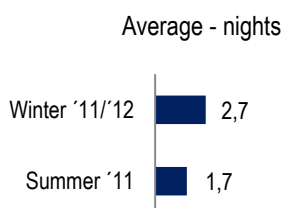
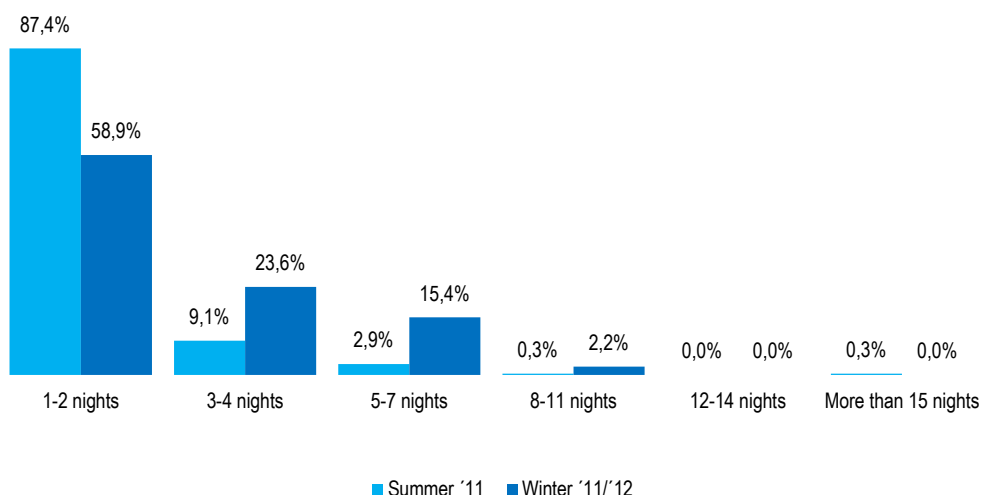
		1-2 nights	3-4 nights	5-7 nights	8-11 nights	12-14 nights	More than 15 nights	Number of answers	Average	Conf. lim +/-
Total	Total	14,5%	52,1%	26,2%	4,6%	1,0%	1,5%	2071	5,0	0,4
Gender	Male	14,8%	51,0%	25,9%	5,5%	0,9%	1,8%	953	5,5	0,7
	Female	14,2%	53,0%	26,5%	3,9%	1,1%	1,3%	1118	4,7	0,4
Age	24 years and younger	18,0%	34,0%	29,4%	11,6%	2,0%	5,0%	203	8,1	2,7
	25-34 years	13,2%	50,3%	28,2%	4,9%	1,8%	1,7%	718	5,3	0,7
	35-44 years	15,3%	52,3%	29,3%	1,9%	0,6%	0,6%	389	4,3	0,4
	45-54 years	15,2%	55,4%	23,2%	5,4%		0,8%	344	4,6	0,8
	55 years and older	13,6%	61,1%	21,1%	2,7%	0,5%	1,0%	417	4,3	0,5
Profession	Managerial	15,8%	54,2%	27,2%	2,4%		0,4%	309	3,9	0,2
	Professional	13,4%	53,2%	25,8%	5,6%	0,6%	1,4%	696	5,3	0,8
	Specialized staff	14,0%	56,0%	25,1%	4,7%		0,2%	270	4,0	0,2
	Clerical/Service	17,6%	57,7%	20,0%	1,5%	2,2%	1,0%	123	4,1	0,4
	Student	20,8%	31,3%	30,2%	10,1%	2,6%	5,0%	213	8,8	2,9
	Retired/Homemaker	16,5%	56,6%	24,4%	1,3%	0,6%	0,6%	174	3,9	0,3
	Other	9,3%	53,9%	27,0%	4,1%	3,0%	2,7%	258	5,0	0,7
	Household income	Low	12,2%	42,3%	24,4%	11,0%		10,0%	53	7,7
	Low average	19,6%	45,7%	27,7%	4,1%	0,8%	2,1%	171	5,4	1,8
	Average	12,0%	51,0%	28,7%	5,0%	1,6%	1,7%	807	5,3	0,7
	High average	15,3%	55,8%	24,2%	3,6%	0,2%	0,9%	772	4,5	0,6
	High	16,2%	51,6%	24,2%	5,9%	0,7%	1,4%	177	5,4	1,5
Nationality	American	22,2%	46,3%	24,5%	5,8%	0,4%	0,8%	312	4,6	1,0
	German	6,1%	50,0%	27,6%	10,2%	5,1%	1,0%	137	5,3	0,5
	French	14,0%	45,0%	34,0%	5,0%	1,0%	1,0%	104	4,6	0,4
	Danish	30,9%	34,6%	28,4%	2,5%		3,7%	148	6,2	2,6
	British	7,5%	67,4%	22,5%	2,5%	0,1%		420	3,9	0,1
	Norwegian	19,0%	55,0%	23,0%	2,0%		1,0%	183	3,9	0,3
	Swedish	8,2%	64,3%	20,4%	4,1%	2,0%	1,0%	133	4,3	0,4
	Spanish	30,0%	40,0%	25,0%	5,0%			30	3,8	0,8
	Italian	14,3%	47,6%	28,6%	4,8%		4,8%	22	4,7	1,3
	Dutch	17,4%	34,8%	42,8%	2,2%	0,7%	2,2%	78	5,9	3,0
Other	11,8%	49,1%	28,1%	6,2%	1,6%	3,1%	503	6,4	1,3	
Market area	Scandinavia	19,1%	51,3%	24,4%	2,6%	0,8%	1,9%	538	4,9	0,9
	Britain	7,8%	66,4%	23,4%	2,2%	0,1%		554	3,9	0,1
	Central/South-Europe	11,7%	43,9%	33,3%	7,7%	1,8%	1,7%	437	5,1	0,6
	North America	22,0%	45,8%	24,7%	6,3%	0,3%	0,9%	363	4,8	1,0
	Other	13,5%	42,7%	26,7%	7,1%	3,6%	6,4%	175	8,9	3,0
Type of trip	Package tour	11,5%	67,7%	19,1%	0,9%	0,2%	0,6%	366	4,0	0,6
	Individually arranged	16,9%	46,3%	27,4%	6,1%	1,4%	1,9%	1390	5,3	0,5
	Mix of both	7,7%	60,6%	28,9%	1,7%	0,7%	0,4%	299	4,7	0,9
Purpose of visit	Vacation/holiday	13,2%	54,6%	26,3%	4,3%	0,7%	0,9%	1711	4,5	0,3
	Conference/meeting	13,7%	41,9%	33,9%	8,3%	1,0%	1,2%	213	5,7	1,4
	Study/research	17,3%	27,6%	34,8%	5,3%	5,6%	9,5%	86	16,3	7,7
	Visiting friends/relatives	18,0%	31,3%	30,1%	12,8%	2,4%	5,4%	137	6,5	1,8
	Business/Employment	23,7%	38,8%	18,5%	11,4%	3,6%	4,0%	93	7,1	3,1
	Event in Iceland	8,3%	44,3%	33,2%	8,6%	2,7%	2,9%	140	6,0	1,6
	Other	21,8%	41,7%	24,8%	3,9%	3,0%	4,8%	140	5,5	1,6

*Individuals asked: Everyone that did answer for how long their total stay in Iceland was [BE02]

**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[BE03_2] Total length of your stay in Reykjanes?

Answers	Count	Pct. %	Conf.lim +/-
1-2 nights	84	58,9%	8,1%
3-4 nights	34	23,6%	6,9%
5-7 nights	22	15,4%	5,9%
8-11 nights	3	2,2%	2,4%
12-14 nights	0	0,0%	0,0%
More than 15 nights	0	0,0%	0,0%
Number of answers	143	100,0%	
Stayed in Reykjanes	143	6,6%	
Did not stay in Reykjanes	2037	93,4%	
Did not respond**	0	0,0%	
Number of respondents	2181	100,0%	
Asked*	2181	100,0%	
Not asked	0	0,0%	
Number of participants	2181	100,0%	



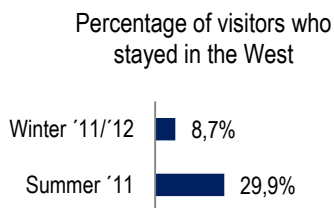
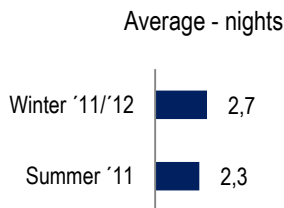
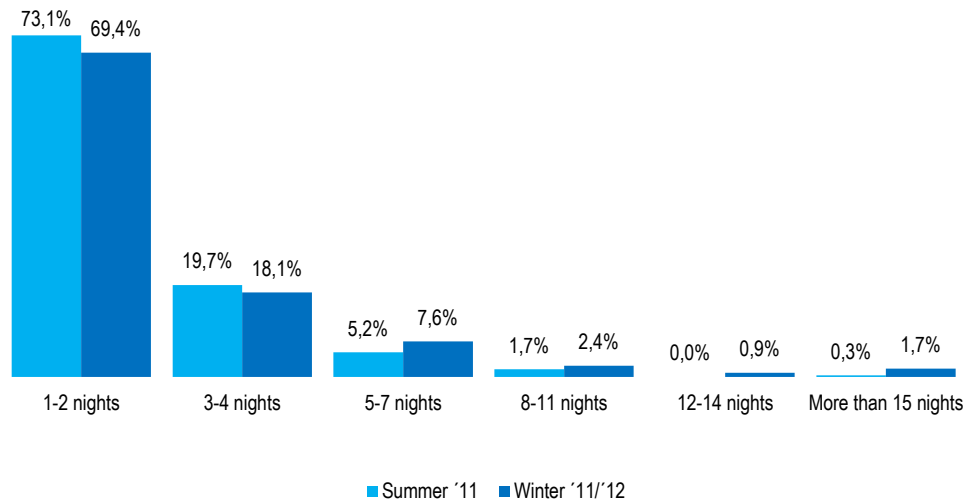
		1-2 nights	3-4 nights	5-7 nights	8-11 nights	12-14 nights	More than 15 nights	Number of answers	Average	Conf.lim +/-
Total	Total	58,9%	23,6%	15,4%	2,2%			143	2,7	0,3
Gender	Male	63,8%	17,5%	15,1%	3,6%			70	2,6	0,5
	Female	54,2%	29,2%	15,7%	0,8%			74	2,7	0,4
Age	24 years and younger	71,0%	29,0%					12	1,8	0,8
	25-34 years	78,6%	11,4%	5,7%	4,3%			43	2,2	0,6
	35-44 years	65,1%	23,4%	11,5%				37	2,3	0,5
	45-54 years	36,7%	44,6%	18,7%				25	3,2	0,8
	55 years and older	33,2%	21,7%	40,4%	4,7%			27	4,0	1,0
Profession	Managerial	60,6%	29,8%	9,6%				21	2,2	0,7
	Professional	58,7%	21,7%	15,2%	4,4%			57	3,0	0,7
	Specialized staff	61,8%	24,7%	9,9%	3,6%			17	2,6	1,2
	Clerical/Service	67,9%	24,1%	8,0%				8	2,3	1,3
	Student	78,8%	21,2%					12	1,6	0,8
	Retired/Homemaker	37,6%	16,8%	45,6%				11	3,4	1,2
	Other	58,4%	26,3%	15,3%				16	2,3	0,8
	Househ. income	Low	100,0%						1	1,0
Low average	66,3%	14,8%	14,3%	4,7%			13	2,6	1,5	
Average	56,4%	23,4%	20,2%				60	2,7	0,5	
High average	55,5%	27,0%	15,1%	2,3%			54	2,8	0,6	
High	61,9%	27,5%	10,6%				12	2,9	1,7	
Nationality	American	61,5%	15,4%	23,1%				16	2,7	1,0
	German	60,0%	30,0%	10,0%				14	2,3	0,8
	French	66,7%	11,1%	22,2%				9	2,3	1,5
	Danish		100,0%					5	3,7	0,6
	British	62,5%	25,0%	9,4%	3,1%			19	2,4	1,0
	Norwegian	33,3%	33,3%	33,3%				11	4,0	1,5
	Swedish	50,0%	50,0%					3	2,5	14,6
	Spanish	100,0%						6	1,3	0,5
	Italian	100,0%						2	1,5	6,1
	Dutch	83,3%		16,7%				3	2,0	6,2
	Other	59,0%	19,9%	16,5%	4,6%			54	2,8	0,7
	Market area	Scandinavia	35,7%	49,1%	15,2%				24	3,3
Britain		58,1%	34,2%	5,7%	1,9%			32	2,4	0,7
Central/South-Europe		67,2%	15,4%	17,3%				38	2,3	0,6
North America		57,6%	10,2%	32,2%				27	2,9	0,8
Other		72,2%	11,1%	5,6%	11,1%			23	2,7	1,3
Type of trip	Package tour	33,3%	29,0%	25,1%	12,6%			15	4,3	1,6
	Individually arranged	67,0%	18,8%	13,1%	1,1%			111	2,4	0,4
	Mix of both	26,0%	51,2%	22,8%				17	3,4	0,8
Purpose of visit	Vacation/holiday	54,6%	26,0%	17,0%	2,4%			130	2,8	0,4
	Conference/meeting	81,7%	18,3%					10	1,7	0,9
	Study/research	37,3%	21,3%	41,4%				6	4,0	3,2
	Visiting friends/relatives	100,0%						2	1,5	5,6
	Business/Employment									
	Event in Iceland	21,2%	31,2%	15,5%	32,1%			4	5,4	8,6
	Other	68,4%	9,0%	13,5%	9,2%			14	3,0	1,7

*Individuals asked: Everyone that did answer for how long there total stay Iceland was [BE02]

**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[BE03_3] Total length of your stay in the West?

Answers	Count	Pct. %	Conf. lim +/-
1-2 nights	132	69,4%	6,5%
3-4 nights	34	18,1%	5,5%
5-7 nights	14	7,6%	3,8%
8-11 nights	4	2,4%	2,2%
12-14 nights	2	0,9%	1,3%
More than 15 nights	3	1,7%	1,9%
Number of answers	190	100,0%	
Stayed in the West	190	8,7%	
Did not stay in the West	1990	91,3%	
Did not respond**	0	0,0%	
Number of respondents	2181	100,0%	
Asked*	2181	100,0%	
Not asked	0	0,0%	
Number of participants	2181	100,0%	



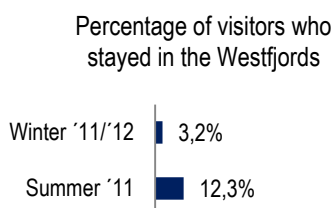
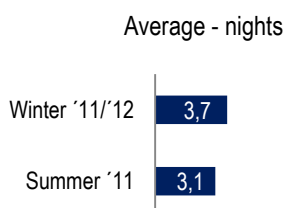
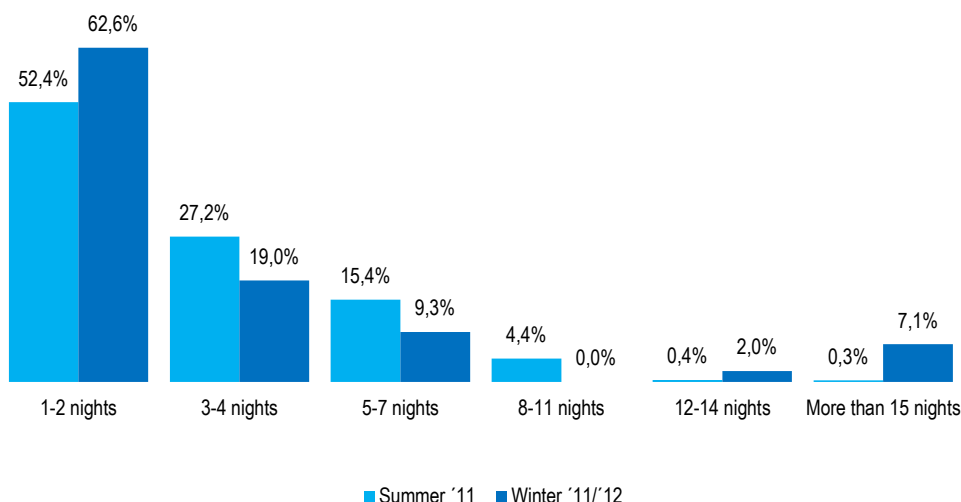
		1-2 nights	3-4 nights	5-7 nights	8-11 nights	12-14 nights	More than 15 nights	Number of answers	Average	Conf. lim +/-
Total	Total	69,4%	18,1%	7,6%	2,4%	0,9%	1,7%	190	2,7	0,4
Gender	Male	70,5%	12,5%	8,6%	4,9%	0,9%	2,5%	91	2,9	0,7
	Female	68,5%	23,1%	6,6%		0,8%	1,0%	100	2,5	0,4
Age	24 years and younger	55,4%	28,6%	16,0%				27	2,5	0,7
	25-34 years	77,4%	14,9%	3,9%	3,9%			80	2,3	0,4
	35-44 years	77,8%	11,6%	6,7%	4,0%			35	2,2	0,6
	45-54 years	57,0%	31,0%	12,0%				20	2,7	0,7
	55 years and older	58,6%	15,6%	7,6%		6,1%	12,2%	27	4,7	2,3
Profession	Managerial	72,9%	19,1%	2,5%	5,6%			22	2,4	0,9
	Professional	76,1%	16,2%	3,2%		2,5%	1,9%	65	2,6	0,8
	Specialized staff	69,4%	18,6%	12,0%				23	2,0	0,6
	Clerical/Service	78,9%	21,1%					9	2,0	0,7
	Student	42,7%	26,3%	23,4%	7,5%			24	3,6	1,2
	Retired/Homemaker	52,4%	26,2%	8,6%			12,8%	16	4,4	2,7
	Other	81,6%	7,1%	6,4%	4,9%			29	2,2	0,7
	Househ. income	Low	62,2%	37,8%					6	1,9
Low average	62,0%	3,0%	17,6%	17,4%			19	3,7	1,6	
Average	59,3%	25,3%	10,1%	1,6%	1,1%	2,7%	77	3,0	0,7	
High average	79,5%	14,6%	4,5%		1,4%		60	2,0	0,4	
High	75,8%	11,8%	4,4%			8,1%	15	3,5	2,8	
Nationality	American	66,7%	22,2%	11,1%				33	2,5	0,6
	German	58,3%	25,0%	8,3%	8,3%			17	2,8	1,2
	French	63,6%	18,2%				18,2%	11	4,6	4,0
	Danish	100,0%						9	1,2	0,3
	British	65,6%	28,1%	6,3%				19	2,3	0,7
	Norwegian	60,0%	20,0%		20,0%			9	3,8	2,6
	Swedish	50,0%		50,0%				3	4,5	24,3
	Spanish	85,7%		14,3%				11	2,3	0,8
	Italian	100,0%						3	1,0	0,0
	Dutch	75,0%	18,8%	6,3%				9	2,1	0,9
	Other	68,7%	17,9%	7,1%	1,9%	2,5%	1,9%	66	2,7	0,8
Market area	Scandinavia	69,6%	14,1%	9,7%	6,6%			28	2,8	1,0
	Britain	75,1%	22,8%	2,1%				29	2,0	0,5
	Central/South-Europe	61,9%	21,4%	6,8%	4,2%	2,6%	3,3%	64	3,2	0,9
	North America	72,9%	19,2%	7,9%				46	2,3	0,4
	Other	75,7%	5,4%	13,4%			5,4%	23	3,1	1,9
Type of trip	Package tour	51,8%	28,7%	14,5%			4,9%	25	3,7	1,7
	Individually arranged	72,9%	16,1%	5,4%	3,0%	1,1%	1,4%	147	2,5	0,4
	Mix of both	68,7%	13,9%	17,4%				16	2,5	0,8
Purpose of visit	Vacation/holiday	72,6%	16,8%	6,5%	1,6%	0,5%	2,0%	164	2,6	0,4
	Conference/meeting	41,9%	28,3%	29,8%				7	3,5	1,3
	Study/research	44,9%	17,5%	37,6%				8	3,4	1,8
	Visiting friends/relatives	61,1%	20,6%	8,2%		10,0%		17	3,4	1,8
	Business/Employment	64,3%		35,7%				4	3,1	3,9
	Event in Iceland	32,1%	35,9%				32,1%	4	7,8	21,3
	Other	53,2%	21,8%	5,9%	8,9%	4,0%	6,1%	20	4,4	2,4

*Individuals asked: Everyone that did answer for how long there total stay Iceland was [BE02]

**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[BE03_4] Total length of your stay in the Westfjords?

Answers	Count	Pct. %	Conf. lim +/-
1-2 nights	43	62,6%	11,4%
3-4 nights	13	19,0%	9,3%
5-7 nights	6	9,3%	6,9%
8-11 nights	0	0,0%	0,0%
12-14 nights	1	2,0%	3,3%
More than 15 nights	5	7,1%	6,1%
Number of answers	69	100,0%	
Stayed in the Westfjords	69	3,2%	
Did not stay in the Westfjords	2112	96,8%	
Did not respond**	0	0,0%	
Number of respondents	2181	100,0%	
Asked*	2181	100,0%	
Not asked	0	0,0%	
Number of participants	2181	100,0%	



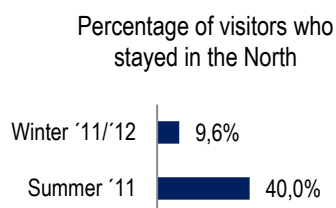
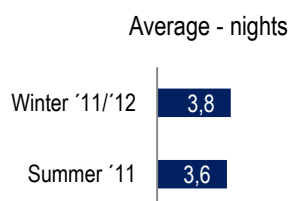
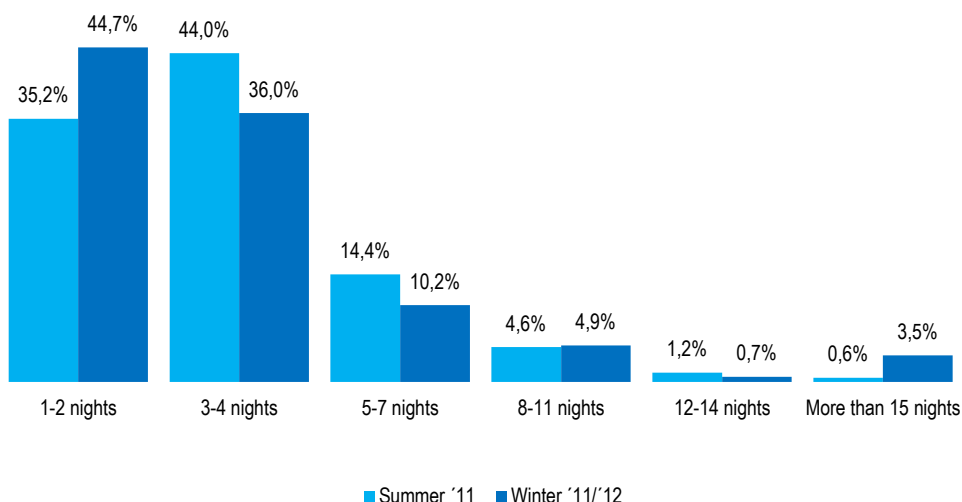
		1-2 nights	3-4 nights	5-7 nights	8-11 nights	12-14 nights	More than 15 nights	Number of answers	Average	Conf. lim +/-
Total	Total	62,6%	19,0%	9,3%	2,0%	7,1%	69	3,7	1,2	
Gender	Male	64,7%	22,0%	9,8%		3,5%	40	3,1	1,3	
	Female	59,7%	14,9%	8,7%		4,8%	29	4,6	2,3	
Age	24 years and younger	74,8%	4,8%	11,8%		8,6%	16	2,9	1,8	
	25-34 years	63,1%	26,7%	6,2%		4,1%	30	3,3	1,8	
	35-44 years	28,3%	43,3%			28,4%	4	6,1	9,8	
	45-54 years	71,7%	12,2%	16,1%			10	2,3	1,4	
	55 years and older	43,2%	15,0%	12,5%		29,3%	8	7,5	6,8	
Profession	Managerial	20,9%	43,2%	35,9%			3	4,4	20,5	
	Professional	66,2%	28,5%	5,3%			23	2,2	0,5	
	Specialized staff	100,0%					7	1,7	0,4	
	Clerical/Service	76,8%	23,2%				5	1,7	1,7	
	Student	59,7%	4,5%	14,1%		7,9%	18	5,6	3,5	
	Retired/Homemaker	10,6%	23,6%	19,6%		46,1%	5	10,8	10,8	
	Other	78,2%	10,9%	10,9%			6	2,1	1,8	
Househ. income	Low	66,8%		11,9%		21,4%	6	7,3	11,9	
	Low average	67,6%	8,1%	24,4%			8	2,5	1,6	
	Average	64,5%	17,9%	6,8%		10,8%	34	3,8	1,8	
	High average	58,7%	30,0%	11,3%			15	2,6	0,9	
	High	56,1%	43,9%				5	2,7	1,4	
Nationality	American	81,8%				18,2%	13	4,9	4,6	
	German	33,3%				33,3%	4	12,3	14,5	
	French	50,0%		33,3%		16,7%	6	5,0	5,7	
	Danish									
	British	66,7%	22,2%	11,1%			5	2,3	1,8	
	Norwegian	66,7%		33,3%			5	2,7	2,2	
	Swedish									
	Spanish	66,7%	33,3%				5	1,7	1,6	
	Italian									
	Dutch	100,0%					2	1,7	6,4	
Other	56,0%	37,1%	6,9%			28	2,6	0,5		
Market area	Scandinavia	66,2%		33,8%			7	2,6	1,7	
	Britain	51,2%	39,2%	9,6%			6	2,5	1,4	
	Central/South-Europe	53,3%	16,8%	13,9%		5,9%	24	4,9	2,5	
	North America	75,2%	13,3%			11,5%	21	3,8	2,8	
	Other	62,5%	37,5%				10	2,5	0,9	
Type of trip	Package tour	100,0%					5	1,7	0,6	
	Individually arranged	58,5%	22,0%	10,0%		2,6%	54	3,9	1,4	
	Mix of both	60,6%	14,1%	11,7%		13,7%	9	4,2	3,9	
Purpose of visit	Vacation/holiday	66,6%	19,8%	7,0%		6,6%	56	3,3	1,1	
	Conference/meeting	100,0%					1	1,6	0,0	
	Study/research	61,3%	11,4%	9,7%		17,6%	7	6,1	9,3	
	Visiting friends/relatives	63,8%	24,4%			11,8%	10	5,0	5,5	
	Business/Employment	32,6%	67,4%				2	2,3	11,9	
	Event in Iceland	100,0%					1	2,0	0,0	
	Other	35,5%	17,5%	24,6%		12,0%	12	5,7	3,3	

*Individuals asked: Everyone that did answer for how long there total stay Iceland was [BE02]

**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[BE03_5] Total length of your stay in the North?

Answers	Count	Pct. %	Conf. lim +/-
1-2 nights	93	44,7%	6,7%
3-4 nights	75	36,0%	6,5%
5-7 nights	21	10,2%	4,1%
8-11 nights	10	4,9%	2,9%
12-14 nights	1	0,7%	1,1%
More than 15 nights	7	3,5%	2,5%
Number of answers	209	100,0%	
Stayed in the North	209	9,6%	
Did not stay in the North	1972	90,4%	
Did not respond**	0	0,0%	
Number of respondents	2181	100,0%	
Asked*	2181	100,0%	
Not asked	0	0,0%	
Number of participants	2181	100,0%	



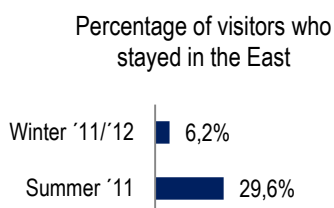
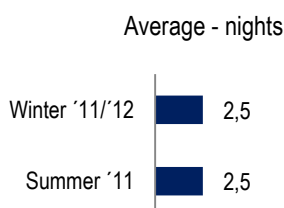
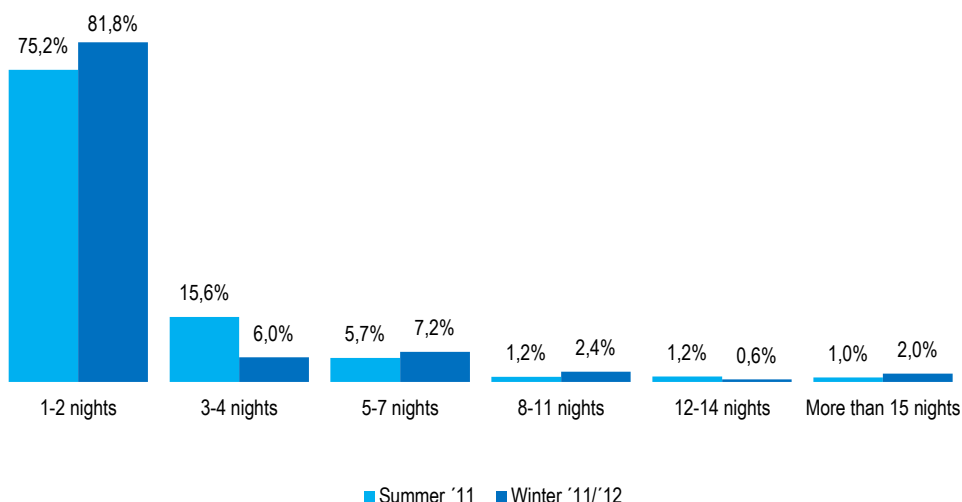
		1-2 nights	3-4 nights	5-7 nights	8-11 nights	12-14 nights	More than 15 nights	Number of answers	Average	Conf. lim +/-
Total	Total	44,7%	36,0%	10,2%	4,9%	0,7%	3,5%	209	3,8	0,6
Gender	Male	48,4%	30,7%	10,7%	3,6%	1,4%	5,1%	97	4,2	1,1
	Female	41,5%	40,5%	9,8%	5,9%		2,2%	112	3,5	0,5
Age	24 years and younger	48,5%	18,8%	15,6%	11,0%		6,1%	21	4,9	3,0
	25-34 years	46,9%	32,2%	10,6%	7,5%	1,3%	1,3%	104	3,5	0,6
	35-44 years	60,6%	35,7%	3,7%				33	2,4	0,4
	45-54 years	37,4%	54,8%	7,8%				21	2,9	0,5
	55 years and older	23,0%	47,6%	14,1%			15,3%	31	6,2	2,8
Profession	Managerial	37,4%	36,9%	17,1%	8,6%			21	3,8	1,1
	Professional	45,4%	39,5%	6,4%	5,1%		3,6%	73	3,7	1,0
	Specialized staff	47,8%	41,5%	6,2%		4,5%		31	3,2	1,0
	Clerical/Service	71,9%	18,1%	9,9%				13	2,3	0,9
	Student	38,2%	23,9%	29,2%	8,6%			26	3,8	0,9
	Retired/Homemaker	28,2%	44,7%	4,0%			23,1%	15	6,8	4,3
	Other	51,1%	30,3%	5,8%	8,3%		4,5%	28	4,1	2,3
Househ. income	Low	25,7%		51,6%	22,7%			5	5,9	3,7
	Low average	52,9%	34,8%	7,8%	4,5%			23	2,9	0,7
	Average	41,5%	32,1%	12,4%	5,8%	1,5%	6,6%	92	4,5	1,1
	High average	53,7%	38,7%	3,6%	4,1%			62	2,8	0,5
	High	31,8%	58,1%	3,3%			6,8%	18	4,6	3,5
Nationality	American	47,8%	52,2%					28	2,5	0,3
	German	40,0%	20,0%	20,0%		6,7%	13,3%	21	6,1	3,2
	French	30,0%	20,0%	10,0%	20,0%		20,0%	10	6,5	3,7
	Danish	14,3%	42,9%	28,6%	14,3%			13	4,7	1,7
	British	52,8%	38,9%	8,3%				22	2,7	0,5
	Norwegian	33,3%	66,7%					5	3,0	1,1
	Swedish		80,0%	20,0%				7	3,8	1,7
	Spanish	77,8%	11,1%	11,1%				14	2,2	0,7
	Italian	57,1%	28,6%	14,3%				7	2,7	1,5
	Dutch	38,1%	38,1%	19,0%	4,8%			12	3,3	1,4
	Other	48,8%	33,0%	6,5%	8,1%		3,6%	70	4,1	1,3
	Market area	Scandinavia	17,8%	51,4%	15,5%	11,0%		4,3%	32	4,7
Britain		56,4%	37,4%	6,2%				29	2,6	0,4
Central/South-Europe		42,7%	28,8%	15,9%	5,8%	2,0%	4,9%	71	4,2	1,1
North America		54,6%	45,4%					40	2,4	0,3
Other		52,4%	24,4%	9,2%	7,0%		7,0%	36	4,9	2,4
Type of trip	Package tour	35,9%	49,1%	10,4%			4,6%	27	4,3	2,3
	Individually arranged	41,8%	36,5%	10,1%	6,6%	0,9%	4,0%	153	4,0	0,7
	Mix of both	67,3%	21,4%	11,3%				28	2,5	0,5
Purpose of visit	Vacation/holiday	47,5%	35,4%	11,0%	2,6%		3,4%	178	3,5	0,6
	Conference/meeting	25,1%	74,9%					10	3,0	0,6
	Study/research	33,6%	9,8%	31,2%	25,4%			14	4,9	1,8
	Visiting friends/relatives	21,5%	30,1%	20,5%	20,8%		7,1%	20	5,7	2,0
	Business/Employment	14,7%	50,8%	4,9%	8,3%	11,2%	10,0%	12	7,3	5,1
	Event in Iceland	29,0%	28,2%	16,2%	12,0%		14,5%	9	7,6	8,1
	Other	48,9%	32,0%	12,4%			6,8%	18	4,6	3,5

*Individuals asked: Everyone that did answer for how long there total stay Iceland was [BE02]

**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[BE03_6] Total length of your stay in the East?

Answers	Count	Pct. %	Conf. lim +/-
1-2 nights	111	81,8%	6,5%
3-4 nights	8	6,0%	4,0%
5-7 nights	10	7,2%	4,4%
8-11 nights	3	2,4%	2,6%
12-14 nights	1	0,6%	1,3%
More than 15 nights	3	2,0%	2,3%
Number of answers	136	100,0%	
Stayed in the East	136	6,2%	
Did not stay in the East	2045	93,8%	
Did not respond**	0	0,0%	
Number of respondents	2181	100,0%	
Asked*	2181	100,0%	
Not asked	0	0,0%	
Number of participants	2181	100,0%	



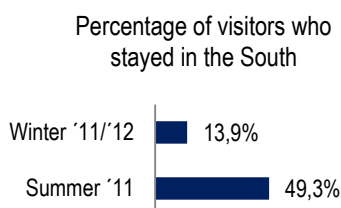
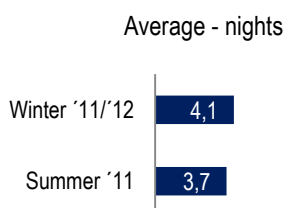
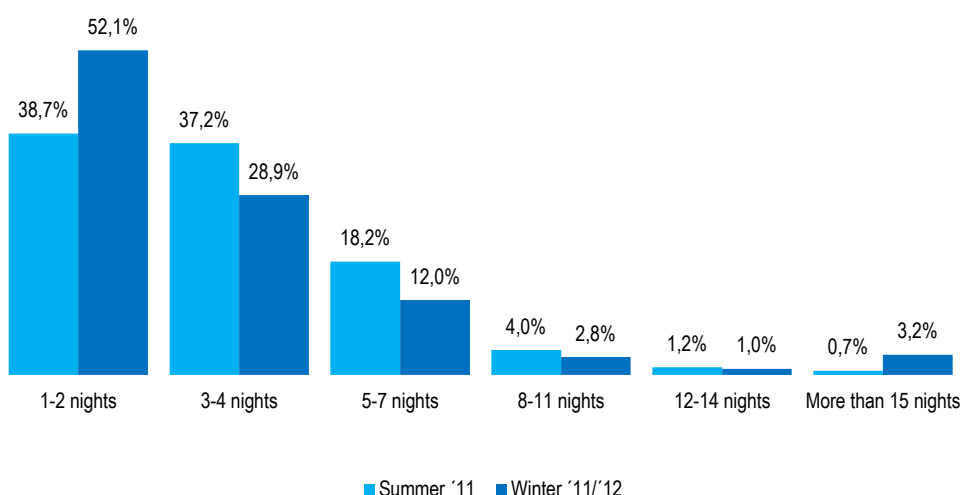
		1-2 nights	3-4 nights	5-7 nights	8-11 nights	12-14 nights	More than 15 nights	Number of answers	Average	Conf. lim +/-
Total	Total	81,8%	6,0%	7,2%	2,4%	0,6%	2,0%	136	2,5	0,5
Gender	Male	83,5%	5,1%	3,6%	3,6%		4,2%	63	2,7	1,0
	Female	80,3%	6,7%	10,5%	1,4%	1,1%		72	2,3	0,5
Age	24 years and younger	84,3%	5,1%	10,6%				13	2,0	0,8
	25-34 years	87,5%	6,4%	3,4%	1,7%	1,1%		73	1,9	0,5
	35-44 years	92,8%	7,2%					19	1,5	0,3
	45-54 years	80,1%	11,3%	8,6%				12	2,1	1,0
	55 years and older	46,7%		27,2%	11,4%		14,6%	18	6,3	3,3
Profession	Managerial	88,7%	11,3%					11	1,4	0,5
	Professional	88,4%	4,3%	2,4%	2,5%		2,5%	51	2,2	0,9
	Specialized staff	74,8%	8,1%	12,4%		4,7%		17	2,7	1,6
	Clerical/Service	88,1%		11,9%				10	2,0	1,1
	Student	74,3%	18,0%	7,6%				18	2,2	0,6
	Retired/Homemaker	49,7%		18,8%	18,8%		12,7%	11	6,2	4,4
	Other	89,1%		10,9%				17	1,9	0,8
Househ. income	Low	14,8%	50,8%	34,3%				4	3,6	2,4
	Low average	88,1%		11,9%				15	2,1	0,9
	Average	78,0%	4,6%	9,8%	3,7%	1,4%	2,5%	57	2,9	1,0
	High average	90,2%	4,6%	2,4%	2,8%			44	1,8	0,6
	High	72,5%	14,5%				13,0%	10	4,1	4,9
Nationality	American	84,6%	7,7%	7,7%				16	1,7	0,8
	German	75,0%	8,3%	8,3%			8,3%	17	3,6	2,9
	French	66,7%		11,1%	22,2%			9	3,7	2,6
	Danish	50,0%		50,0%				4	3,5	6,6
	British	93,8%	6,3%					10	1,4	0,5
	Norwegian									
	Swedish	50,0%	50,0%					3	3,0	9,7
	Spanish	100,0%						12	1,5	0,3
	Italian	66,7%		33,3%				9	2,8	1,5
	Dutch	100,0%						7	1,4	0,5
	Other	83,6%	7,1%	2,6%	2,6%	1,6%	2,6%	49	2,6	1,1
Market area	Scandinavia	54,9%	23,7%	21,4%				9	2,9	1,7
	Britain	95,3%	4,7%					13	1,5	0,4
	Central/South-Europe	81,6%	2,2%	10,7%	3,3%		2,2%	63	2,6	0,8
	North America	81,7%	10,7%	4,6%		3,0%		26	2,1	1,0
	Other	85,0%	5,0%		5,0%		5,0%	25	2,9	1,9
Type of trip	Package tour	73,6%	8,6%				17,8%	7	5,1	6,9
	Individually arranged	82,3%	5,2%	7,3%	3,1%	0,7%	1,3%	106	2,4	0,6
	Mix of both	81,3%	9,2%	9,5%				22	2,0	0,6
Purpose of visit	Vacation/holiday	84,0%	5,5%	4,9%	2,8%	0,7%	2,2%	121	2,5	0,6
	Conference/meeting			100,0%				1	5,0	0,0
	Study/research	82,0%	7,1%	10,9%				9	2,1	1,0
	Visiting friends/relatives	52,4%	14,9%	32,7%				9	3,3	1,5
	Business/Employment	52,2%	25,8%	22,0%				5	2,6	3,3
	Event in Iceland	54,0%		24,3%			21,7%	6	6,3	9,4
	Other	69,8%	7,2%	11,5%			11,5%	11	4,4	4,2

*Individuals asked: Everyone that did answer for how long there total stay Iceland was [BE02]

**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[BE03_7] Total length of your stay in the South?

Answers	Count	Pct. %	Conf. lim +/-
1-2 nights	158	52,1%	5,6%
3-4 nights	87	28,9%	5,1%
5-7 nights	36	12,0%	3,7%
8-11 nights	9	2,8%	1,9%
12-14 nights	3	1,0%	1,1%
More than 15 nights	10	3,2%	2,0%
Number of answers	303	100,0%	
Stayed in the South	303	13,9%	
Did not stay in the South	1878	86,1%	
Did not respond**	0	0,0%	
Number of respondents	2181	100,0%	
Asked*	2181	100,0%	
Not asked	0	0,0%	
Number of participants	2181	100,0%	



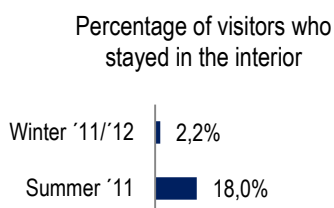
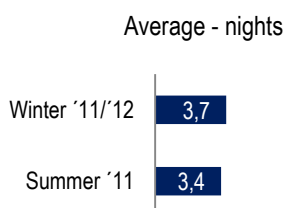
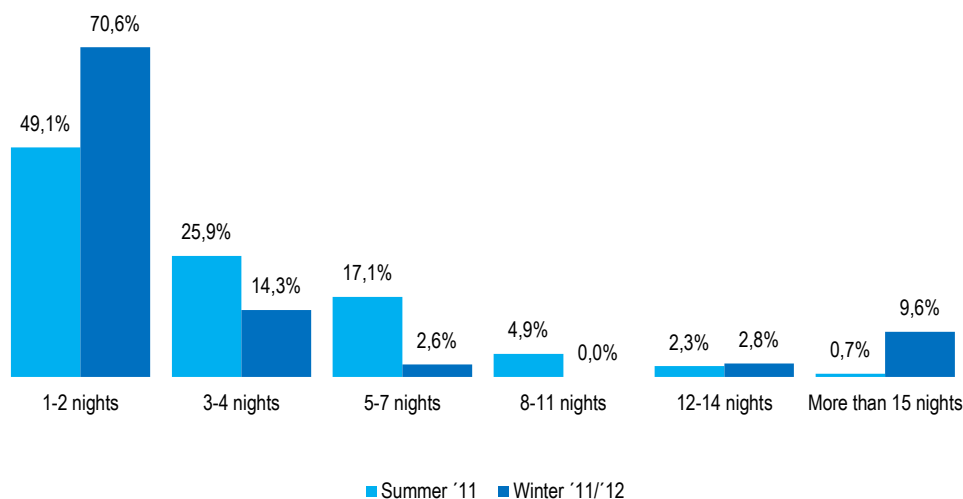
		1-2 nights	3-4 nights	5-7 nights	8-11 nights	12-14 nights	More than 15 nights	Number of answers	Average	Conf. lim +/-
Total	Total	52,1%	28,9%	12,0%	2,8%	1,0%	3,2%	303	4,1	0,8
Gender	Male	49,7%	27,4%	13,6%	4,4%	1,1%	3,9%	154	4,5	1,3
	Female	54,6%	30,4%	10,3%	1,2%	0,8%	2,6%	149	3,7	1,0
Age	24 years and younger	32,5%	30,5%	23,4%	1,1%	5,2%	7,3%	55	6,3	2,6
	25-34 years	55,3%	26,0%	12,2%	4,5%		2,0%	128	3,3	0,6
	35-44 years	67,2%	24,4%	6,1%	2,4%			53	2,5	0,4
	45-54 years	53,4%	34,9%	8,3%	3,4%			30	2,9	0,7
	55 years and older	47,4%	37,9%	5,5%			9,2%	36	6,7	5,3
Profession	Managerial	60,2%	26,8%	10,0%	3,0%			35	2,8	0,7
	Professional	58,1%	25,7%	9,0%	4,6%		2,6%	95	3,3	0,7
	Specialized staff	59,7%	32,0%	8,3%				34	2,5	0,5
	Clerical/Service	44,4%	36,5%	12,7%			6,4%	20	4,0	2,2
	Student	41,1%	25,6%	19,8%	5,8%	5,2%	2,5%	56	4,3	1,0
	Retired/Homemaker	57,9%	25,3%	6,8%			10,0%	21	8,9	9,3
	Other	41,3%	35,8%	16,3%			6,5%	40	5,8	3,6
Househ. income	Low	67,3%	7,7%	7,2%			17,8%	8	4,3	4,7
	Low average	58,6%	21,7%	19,7%				30	2,9	0,7
	Average	48,7%	28,0%	13,1%	3,9%	1,5%	4,7%	125	5,4	1,9
	High average	58,9%	28,1%	9,6%	2,2%		1,2%	103	2,9	0,5
	High	35,7%	48,1%	11,5%			4,7%	27	3,7	1,4
Nationality	American	70,0%	25,0%	5,0%				49	2,4	0,4
	German	63,2%	15,8%	10,5%	5,3%		5,3%	27	3,2	1,3
	French	47,4%	26,3%	5,3%	5,3%	5,3%	10,5%	20	10,2	9,7
	Danish	40,0%	40,0%	10,0%	10,0%			18	3,7	1,2
	British	39,6%	47,2%	9,4%	1,9%	1,9%		32	3,2	0,8
	Norwegian	100,0%						4	1,0	0,0
	Swedish	42,9%	42,9%				14,3%	9	7,9	10,1
	Spanish	87,5%	12,5%					12	2,1	0,5
	Italian	50,0%	33,3%	16,7%				6	3,0	1,3
	Dutch	36,4%	45,5%	18,2%				19	3,2	0,8
	Other	46,0%	25,4%	19,3%	3,5%	1,2%	4,6%	108	4,5	1,3
	Market area	Scandinavia	55,2%	32,0%	4,6%	4,6%		3,4%	39	4,1
Britain		50,1%	37,1%	10,0%	1,4%	1,4%		43	3,0	0,6
Central/South-Europe		49,5%	28,9%	12,4%	2,4%	2,2%	4,6%	102	4,8	1,9
North America		61,5%	32,5%	6,0%				63	2,5	0,3
Other		45,5%	15,9%	25,0%	6,8%		6,8%	55	5,5	2,3
Type of trip	Package tour	50,5%	45,1%				4,4%	28	3,1	1,3
	Individually arranged	51,6%	28,4%	12,5%	3,1%	0,8%	3,6%	236	4,3	1,0
	Mix of both	58,1%	19,6%	15,5%	3,9%	2,9%		36	3,2	0,9
Purpose of visit	Vacation/holiday	52,5%	29,4%	12,2%	2,6%	0,5%	2,8%	262	3,8	0,8
	Conference/meeting	41,7%	17,5%	30,7%	10,1%			18	4,0	1,3
	Study/research	37,5%	30,9%	20,4%	7,8%	3,4%		18	4,0	1,5
	Visiting friends/relatives	59,0%	25,5%		7,7%		7,7%	16	4,1	3,0
	Business/Employment	14,7%	44,7%		13,2%		27,4%	10	15,6	15,3
	Event in Iceland	37,5%	24,2%	18,6%			19,7%	13	5,8	3,4
	Other	49,6%	20,4%	11,6%	7,2%	3,3%	7,9%	32	5,0	1,9

*Individuals asked: Everyone that did answer for how long there total stay Iceland was [BE02]

**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[BE03_8] Total length of your stay in the Interior?

Answers	Count	Pct. %	Conf. lim +/-
1-2 nights	34	70,6%	13,0%
3-4 nights	7	14,3%	10,0%
5-7 nights	1	2,6%	4,6%
8-11 nights	0	0,0%	0,0%
12-14 nights	1	2,8%	4,7%
More than 15 nights	5	9,6%	8,4%
Number of answers	47	100,0%	
Stayed in the interior	47	2,2%	
Did not stay in the interior	2133	97,8%	
Did not respond**	0	0,0%	
Number of respondents	2181	100,0%	
Asked*	2181	100,0%	
Not asked	0	0,0%	
Number of participants	2181	100,0%	



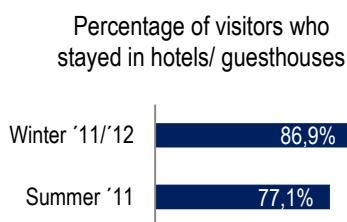
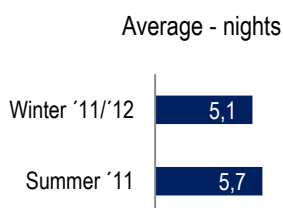
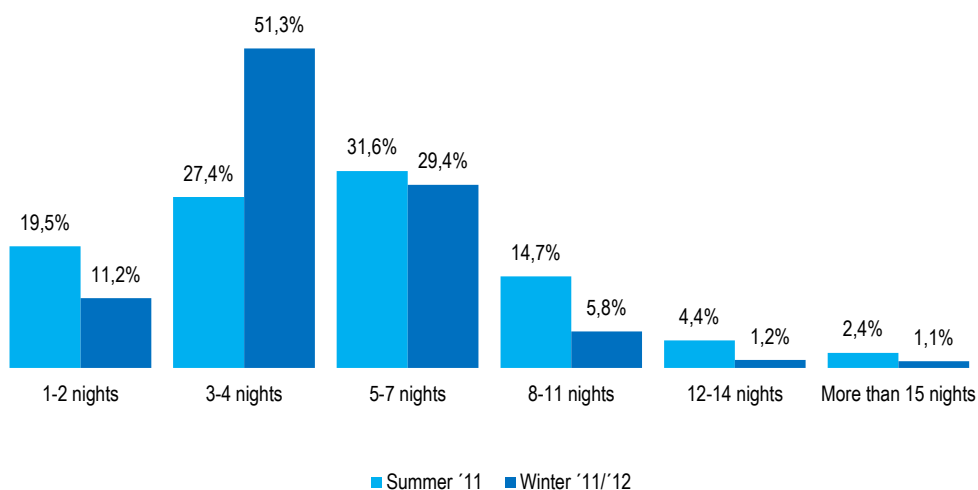
		1-2 nights	3-4 nights	5-7 nights	8-11 nights	12-14 nights	More than 15 nights	Number of answers	Average	Conf. lim +/-
Total	Total	70,6%	14,3%	2,6%	2,8%	9,6%		47	3,7	1,5
Gender	Male	80,5%	8,4%			11,1%		32	3,5	2,0
	Female	50,5%	26,3%	8,0%		8,6%	6,6%	16	4,1	2,5
Age	24 years and younger	53,7%	35,5%	10,8%				12	2,6	1,0
	25-34 years	79,6%			7,1%	13,3%		19	4,4	3,1
	35-44 years	63,8%	36,2%					7	2,1	1,4
	45-54 years	100,0%						4	1,2	1,1
	55 years and older	65,3%				34,7%		6	7,2	9,6
Profession	Managerial	77,1%	22,9%					5	1,7	2,1
	Professional	80,7%	11,0%			8,4%		15	3,1	3,0
	Specialized staff	82,9%	17,1%					6	1,5	0,9
	Clerical/Service	63,1%			12,9%	24,0%		5	6,4	8,9
	Student	50,7%	30,3%	12,3%		6,6%		10	3,5	2,1
	Retired/Homemaker	40,3%				59,7%		3	11,3	21,5
	Other	100,0%						2	1,0	0,0
Househ. income	Low	50,0%	50,0%					3	2,5	5,2
	Low average	10,0%	47,2%	20,6%		22,2%		6	5,8	4,7
	Average	73,6%	6,3%			20,1%		17	4,6	3,4
	High average	85,5%	4,7%			9,8%		13	3,2	3,6
	High	83,7%	16,3%					6	2,0	1,1
Nationality	American							3	2,0	0,0
	German	100,0%						6	7,3	8,3
	French	33,3%	33,3%			33,3%		4	2,0	2,6
	Danish	50,0%	50,0%					4	1,6	1,9
	Norwegian									
	Swedish									
	Spanish									
	Italian	50,0%	50,0%					2	2,5	18,4
	Dutch	100,0%						1	1,0	0,0
	Other	76,8%	4,6%	4,6%	4,9%	9,1%		27	3,8	2,1
Market area	Scandinavia	43,0%	32,9%		24,2%			6	4,6	6,3
	Britain	91,8%	8,2%					7	1,5	0,8
	Central/South-Europe	61,3%	18,9%	5,4%		14,4%		23	4,3	2,4
	North America	100,0%						4	1,4	1,2
	Other	83,3%				16,7%		8	4,5	6,7
Type of trip	Package tour	100,0%						4	1,6	0,9
	Individually arranged	64,3%	17,4%	3,2%	3,4%	11,7%		39	4,2	1,8
	Mix of both	100,0%						4	1,3	0,9
Purpose of visit	Vacation/holiday	74,1%	14,0%		1,5%	10,4%		44	3,5	1,6
	Conference/meeting			100,0%				1	6,0	0,0
	Study/research	100,0%						1	2,0	0,0
	Visiting friends/relatives	36,7%	44,1%			19,2%		7	4,9	6,0
	Business/Employment	63,1%	36,9%					2	2,1	20,1
	Event in Iceland	52,8%	15,4%	31,8%				4	3,6	4,5
	Other	60,5%	15,5%		8,4%	15,5%		8	5,1	5,0

*Individuals asked: Everyone that did answer for how long there total stay Iceland was [BE02]

**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[BE04_1] How many nights did you stay... - in hotels/guesthouses?

Answers	Count	Pct. %	Conf. lim +/-
1-2 nights	212	11,2%	1,4%
3-4 nights	973	51,3%	2,2%
5-7 nights	557	29,4%	2,0%
8-11 nights	110	5,8%	1,1%
12-14 nights	24	1,2%	0,5%
More than 15 nights	21	1,1%	0,5%
Number of answers	1896	100,0%	
Stayed in hotels/ guesthouses	1896	86,9%	
Did not stay in hotels/ guesthouses	284	13,0%	
Did not respond**	0	0,0%	
Number of respondents	2181	100,0%	
Asked*	2181	100,0%	
Not asked	0	0,0%	
Number of participants	2181	100,0%	



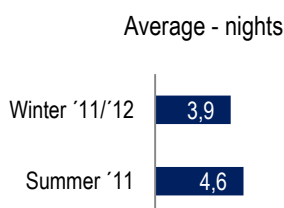
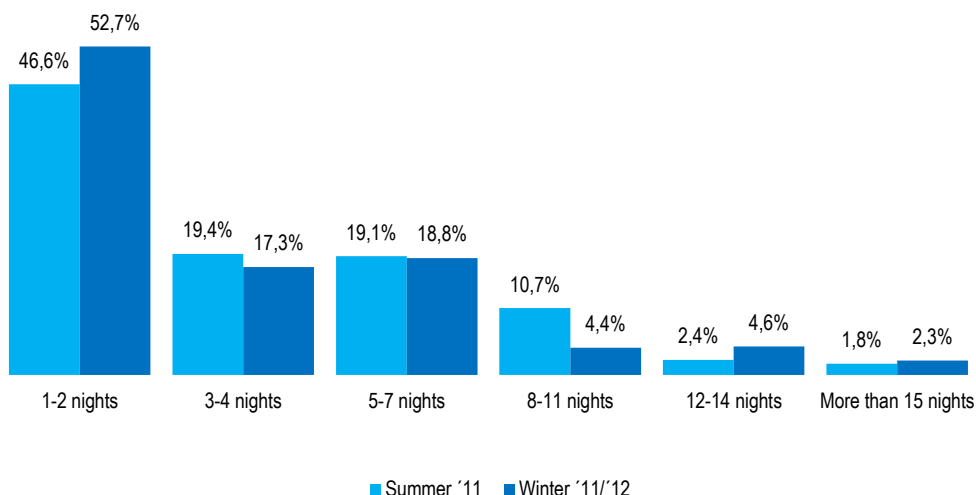
		1-2 nights	3-4 nights	5-7 nights	8-11 nights	12-14 nights	More than 15 nights	Number of answers	Average	Conf. lim +/-
Total	Total	11,2%	51,3%	29,4%	5,8%	1,2%	1,1%	1896	5,1	0,4
Gender	Male	12,1%	49,0%	28,8%	7,0%	1,5%	1,6%	895	5,7	0,8
	Female	10,3%	53,3%	29,9%	4,8%	1,0%	0,7%	1001	4,7	0,4
Age	24 years and younger	9,5%	39,5%	35,7%	10,4%	0,9%	3,9%	148	8,0	3,0
	25-34 years	12,4%	49,3%	28,8%	6,5%	1,6%	1,5%	624	5,2	0,7
	35-44 years	12,0%	48,4%	33,7%	3,4%	2,1%	0,4%	365	4,6	0,5
	45-54 years	11,4%	54,6%	26,9%	6,3%		0,8%	353	4,8	0,7
	55 years and older	9,0%	58,4%	26,2%	4,9%	1,2%	0,3%	405	4,8	1,0
Profession	Managerial	10,6%	54,3%	31,3%	2,6%	0,3%	0,8%	298	4,2	0,2
	Professional	11,3%	50,7%	28,4%	7,0%	1,3%	1,4%	657	5,7	1,0
	Specialized staff	10,5%	53,0%	28,0%	8,2%	0,2%		249	4,4	0,3
	Clerical/Service	16,0%	59,9%	19,8%	1,5%	2,8%		118	3,9	0,4
	Student	15,0%	32,5%	37,6%	10,5%		4,4%	158	7,6	2,8
	Retired/Homemaker	10,0%	55,9%	27,5%	4,3%	2,2%		166	4,4	0,3
	Other	7,9%	52,1%	31,3%	4,6%	3,0%	1,1%	223	5,0	0,8
	Household income	Low	24,1%	44,4%	24,5%	3,5%		3,6%	41	6,1
Low average	10,8%	46,2%	34,3%	5,6%	1,4%	1,7%	143	4,7	0,4	
Average	9,8%	50,4%	30,4%	6,1%	1,9%	1,3%	719	5,5	0,8	
High average	12,0%	54,3%	27,4%	5,1%	0,6%	0,6%	748	4,6	0,4	
High	11,9%	46,9%	28,8%	9,2%	1,7%	1,5%	167	6,6	2,6	
Nationality	American	18,2%	39,1%	31,1%	10,2%	0,4%	0,9%	273	4,7	0,3
	German	8,2%	50,6%	32,9%	7,1%	1,2%		119	4,7	0,4
	French	7,6%	45,7%	37,0%	6,5%	2,2%	1,1%	95	5,0	0,5
	Danish	26,1%	36,2%	29,0%	7,2%		1,4%	126	5,3	2,0
	British	2,8%	69,7%	23,6%	3,1%	0,9%		413	4,2	0,2
	Norwegian	19,2%	56,6%	23,2%	1,0%			181	3,7	0,2
	Swedish	8,8%	65,9%	20,9%	2,2%	2,2%		123	4,0	0,3
	Spanish	22,2%	44,4%	27,8%	5,6%			27	4,0	0,8
	Italian	5,0%	35,0%	25,0%	30,0%		5,0%	21	6,1	1,5
	Dutch	9,0%	37,7%	45,9%	5,7%	0,8%	0,8%	69	6,2	3,2
	Other	9,4%	44,2%	34,0%	6,7%	2,7%	3,1%	446	7,2	1,6
	Market area	Scandinavia	17,5%	53,3%	24,7%	3,0%	0,8%	0,6%	495	4,6
Britain		3,1%	69,3%	24,2%	2,8%	0,6%		541	4,1	0,1
Central/South-Europe		9,2%	40,6%	39,0%	9,2%	1,1%	0,9%	392	5,2	0,6
North America		17,8%	36,3%	33,6%	10,1%	1,0%	1,2%	323	5,1	0,7
Other		10,5%	39,3%	29,8%	8,0%	5,3%	7,1%	141	11,0	4,4
Type of trip	Package tour	5,8%	66,1%	23,1%	3,5%	1,0%	0,6%	373	4,7	1,1
	Individually arranged	14,5%	45,5%	30,4%	7,3%	1,3%	1,1%	1207	5,2	0,5
	Mix of both	4,9%	57,2%	32,8%	2,8%	1,3%	1,1%	304	5,0	0,9
Purpose of visit	Vacation/holiday	9,8%	53,5%	29,0%	5,7%	1,1%	0,9%	1585	4,8	0,4
	Conference/meeting	10,2%	38,1%	38,4%	11,4%	0,7%	1,2%	204	6,1	1,5
	Study/research	15,5%	25,2%	41,2%	9,6%	2,0%	6,5%	70	13,3	7,8
	Visiting friends/relatives	28,7%	36,4%	23,0%	8,3%	1,8%	1,8%	69	6,0	3,5
	Business/Employment	22,7%	30,4%	25,3%	13,2%	2,9%	5,4%	88	7,6	3,3
	Event in Iceland	6,9%	43,7%	37,1%	9,7%	1,5%	1,1%	117	6,8	3,3
	Other	18,1%	39,7%	35,4%	4,2%	1,0%	1,7%	125	6,1	3,1

*Individuals asked: Everyone that did answer for how long there total stay Iceland was [BE02]

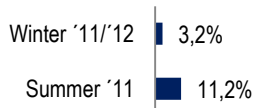
**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[BE04_2] How many nights did you stay... - on farm holiday accommodation?

Answers	Count	Pct. %	Conf. lim +/-
1-2 nights	37	52,7%	11,7%
3-4 nights	12	17,3%	8,9%
5-7 nights	13	18,8%	9,2%
8-11 nights	3	4,4%	4,8%
12-14 nights	3	4,6%	4,9%
More than 15 nights	2	2,3%	3,5%
Number of answers	69	100,0%	
Stayed in farm holiday accommodation	69	3,2%	
Did not stay in farm holiday accommodation	2111	96,8%	
Did not respond**	0	0,0%	
Number of respondents	2181	100,0%	
Asked*	2181	100,0%	
Not asked	0	0,0%	
Number of participants	2181	100,0%	



Percentage of visitors who stayed in a farm holiday accommodation



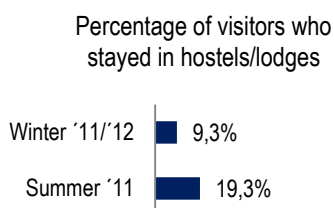
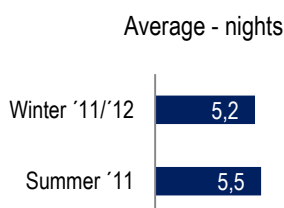
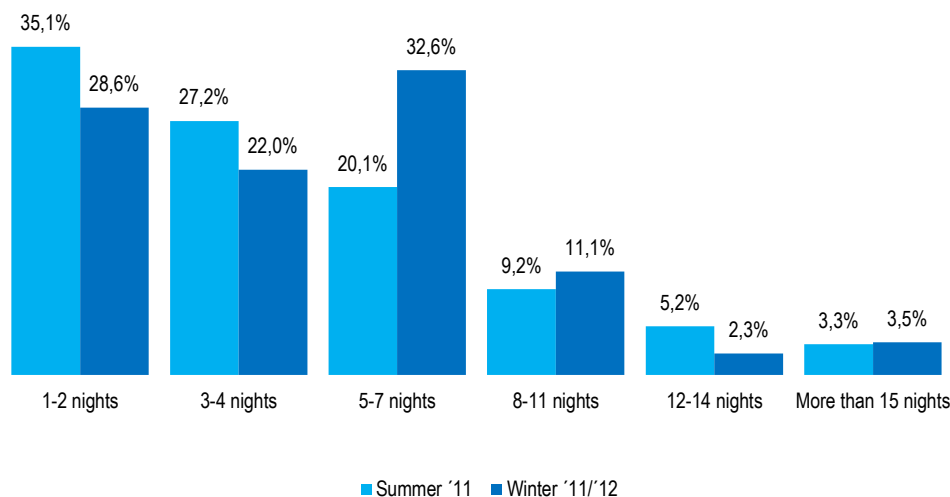
		1-2 nights	3-4 nights	5-7 nights	8-11 nights	12-14 nights	More than 15 nights	Number of answers	Average	Conf. lim +/-
Total	Total	52,7%	17,3%	18,8%	4,4%	4,6%	2,3%	69	3,9	0,9
Gender	Male	50,0%	13,0%	23,3%	8,8%	2,0%	2,8%	28	4,1	1,4
	Female	54,5%	20,2%	15,7%	1,4%	6,3%	1,9%	42	3,8	1,2
Age	24 years and younger	21,8%	16,7%	44,8%		16,7%		8	5,8	3,5
	25-34 years	53,2%	16,8%	17,1%	8,5%		4,4%	36	3,9	1,2
	35-44 years	69,9%	15,0%	7,5%		7,5%		16	3,1	1,9
	45-54 years	48,1%	24,4%	14,3%		13,2%		4	4,4	6,3
	55 years and older	49,4%	23,4%	27,1%				5	3,1	3,4
Profession	Managerial	69,7%	9,9%	10,2%	10,2%			12	3,1	1,5
	Professional	53,0%	23,5%	8,1%	8,1%		7,2%	22	4,0	1,9
	Specialized staff	65,9%		34,1%				8	2,8	1,9
	Clerical/Service	57,3%		42,7%				4	3,7	5,3
	Student	36,6%	16,9%	15,1%		31,5%		8	6,4	4,6
	Retired/Homemaker	80,3%	19,7%					3	1,6	3,6
	Other	30,7%	28,8%	36,1%		4,4%		13	4,2	1,8
Househ. income	Low					100,0%		1	14,0	0,0
	Low average	100,0%						4	1,7	0,8
	Average	49,2%	22,1%	19,7%	4,6%	4,5%		27	3,8	1,2
	High average	61,4%	18,2%	20,4%				25	2,7	0,7
	High	40,5%		28,1%	13,6%		17,7%	9	6,4	4,5
Nationality	American	61,5%	15,4%	7,7%	7,7%	7,7%		16	3,8	2,2
	German		66,7%			33,3%		4	6,7	9,2
	French	80,0%	20,0%					5	1,8	1,6
	Danish	100,0%						4	1,5	1,3
	British	66,7%	16,7%	16,7%				4	2,8	3,2
	Norwegian									
	Swedish	50,0%		50,0%				3	4,0	19,5
	Spanish		33,3%	66,7%				5	5,0	1,4
	Italian									
	Dutch	37,5%	25,0%	12,5%	12,5%	12,5%		4	5,0	6,6
Other	54,0%	9,9%	24,8%	5,0%		6,3%	25	4,1	1,6	
Market area	Scandinavia	78,7%		21,3%				6	2,6	2,0
	Britain	75,2%	12,4%	12,4%				5	2,6	1,8
	Central/South-Europe	38,8%	31,3%	14,6%	7,3%	7,9%		25	4,2	1,5
	North America	63,5%	11,6%	5,8%	5,8%	5,8%	7,5%	21	4,4	2,2
	Other	40,0%	10,0%	50,0%				13	3,8	1,4
Type of trip	Package tour	29,8%	70,2%					4	3,4	1,7
	Individually arranged	63,5%	18,4%	7,3%	3,6%	4,0%	3,2%	50	3,4	1,0
	Mix of both	26,7%		56,4%	8,4%	8,4%		14	5,7	2,0
Purpose of visit	Vacation/holiday	57,1%	17,3%	13,4%	5,2%	5,5%	1,4%	58	3,8	1,0
	Conference/meeting	38,8%		61,2%				6	3,9	2,6
	Study/research	100,0%						2	1,4	6,1
	Visiting friends/relatives	100,0%						4	1,4	0,9
	Business/Employment									
	Event in Iceland			64,1%		35,9%		4	8,9	9,9
	Other	31,4%	29,9%	19,3%		8,5%	11,0%	14	5,8	2,9

*Individuals asked: Everyone that did answer for how long there total stay Iceland was [BE02]

**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[BE04_3] How many nights did you stay... - in hostels/lodges in wilderness and similar?

Answers	Count	Pct. %	Conf. lim +/-
1-2 nights	58	28,6%	6,2%
3-4 nights	45	22,0%	5,7%
5-7 nights	66	32,6%	6,4%
8-11 nights	23	11,1%	4,3%
12-14 nights	5	2,3%	2,1%
More than 15 nights	7	3,5%	2,5%
Number of answers	204	100,0%	
Stayed in hostels/lodges	204	9,3%	
Did not stay in hostels/lodges	1977	90,6%	
Did not respond**	0	0,0%	
Number of respondents	2181	100,0%	
Asked*	2181	100,0%	
Not asked	0	0,0%	
Number of participants	2181	100,0%	



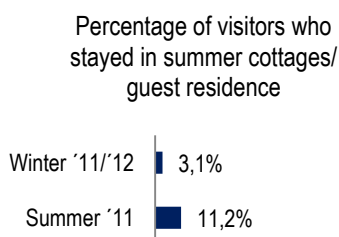
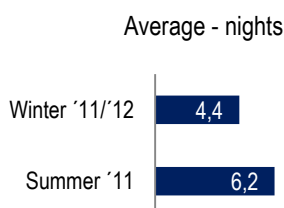
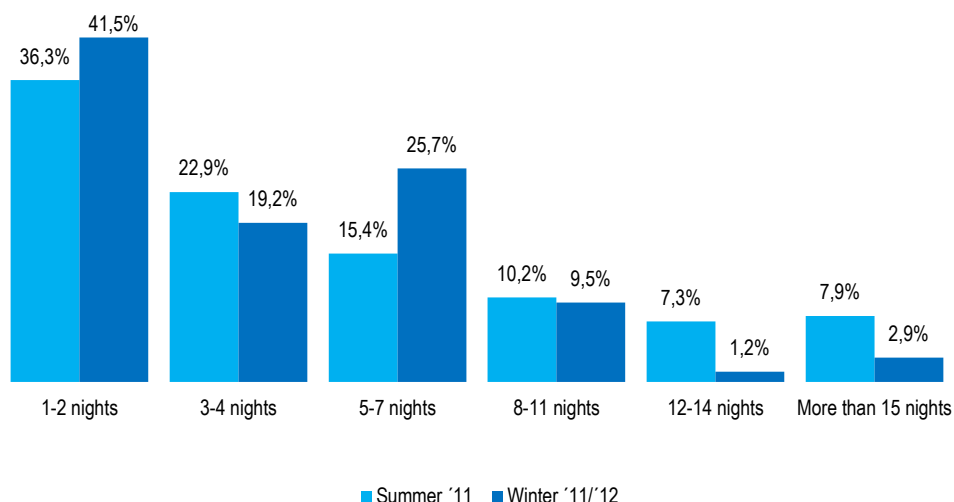
		1-2 nights	3-4 nights	5-7 nights	8-11 nights	12-14 nights	More than 15 nights	Number of answers	Average	Conf. lim +/-
Total	Total	28,6%	22,0%	32,6%	11,1%	2,3%	3,5%	204	5,2	0,6
Gender	Male	30,6%	23,9%	29,8%	11,4%	1,4%	2,9%	87	4,8	0,7
	Female	27,1%	20,5%	34,7%	10,8%	2,9%	3,9%	117	5,5	0,8
Age	24 years and younger	29,4%	19,6%	29,0%	13,1%		9,0%	51	5,8	1,5
	25-34 years	28,0%	19,7%	36,3%	9,2%	4,3%	2,3%	108	5,2	0,7
	35-44 years	28,8%	35,5%	31,1%	4,6%			27	4,1	1,0
	45-54 years	41,5%	29,0%	10,4%	19,2%			12	4,2	2,0
	55 years and older	9,0%	9,0%	45,2%	36,7%			7	6,2	2,7
Profession	Managerial	29,0%	18,4%	28,2%	18,8%		5,6%	22	5,5	1,8
	Professional	33,0%	22,3%	31,1%	7,8%	3,5%	2,3%	54	4,8	1,0
	Specialized staff	24,5%	30,8%	32,3%	12,4%			23	4,6	1,2
	Clerical/Service	33,4%	9,4%	35,7%	12,8%	8,7%		16	5,3	2,1
	Student	28,1%	24,0%	29,2%	8,1%	2,5%	8,1%	57	5,8	1,5
	Retired/Homemaker		14,1%	56,7%	29,2%			4	6,0	3,4
	Other	25,6%	22,3%	43,2%	8,9%			23	4,3	1,0
Househ. income	Low	17,1%	16,5%	27,4%	10,8%		28,3%	7	9,6	9,0
	Low average	25,9%	16,8%	48,5%	8,8%			30	4,9	0,9
	Average	29,0%	21,7%	31,6%	11,2%	3,0%	3,5%	107	5,3	0,8
	High average	30,4%	24,5%	29,0%	10,1%	3,1%	2,8%	45	4,6	1,0
	High	22,0%	54,1%		23,9%			6	4,8	3,9
Nationality	American	28,1%	25,0%	37,5%	9,4%			39	4,6	0,9
	German	38,5%		30,8%	7,7%	15,4%	7,7%	18	7,2	3,6
	French	22,2%	11,1%	33,3%	33,3%			9	5,6	2,6
	Danish	60,0%	20,0%	20,0%				9	2,8	1,2
	British	16,7%	26,7%	36,7%	16,7%	3,3%		18	5,5	1,6
	Norwegian	25,0%		75,0%				7	5,3	2,0
	Swedish		25,0%	25,0%	50,0%			5	7,0	3,4
	Spanish		80,0%	20,0%				8	3,8	1,1
	Italian	40,0%	20,0%	20,0%	20,0%			5	4,4	4,3
	Dutch	22,2%		66,7%	11,1%			5	5,6	3,9
	Other	31,1%	23,7%	27,6%	8,9%	1,6%	7,1%	79	5,2	1,0
Market area	Scandinavia	34,4%	15,4%	39,2%	8,8%		2,2%	31	4,5	1,1
	Britain	16,2%	42,2%	27,2%	12,6%	1,8%		34	4,8	1,0
	Central/South-Europe	36,5%	11,6%	30,1%	14,1%	2,7%	5,1%	52	5,6	1,4
	North America	31,8%	22,0%	34,4%	9,0%	2,8%		49	4,6	0,9
	Other	20,0%	23,3%	33,3%	10,0%	3,3%	10,0%	38	6,3	1,7
Type of trip	Package tour	76,0%		24,0%				10	2,7	1,8
	Individually arranged	24,6%	20,3%	35,2%	13,0%	2,7%	4,1%	173	5,6	0,6
	Mix of both	38,5%	45,7%	15,8%				15	3,2	1,0
Purpose of visit	Vacation/holiday	27,2%	22,5%	31,9%	12,9%	2,0%	3,7%	174	5,3	0,6
	Conference/meeting	42,1%	44,9%	13,0%				10	3,0	1,5
	Study/research	36,9%	7,3%	44,1%			11,7%	16	6,0	3,0
	Visiting friends/relatives	25,9%		74,1%				5	5,1	3,0
	Business/Employment		100,0%					1	3,5	0,0
	Event in Iceland		38,4%	50,7%			10,8%	13	6,9	4,5
	Other	45,2%	16,8%	20,9%	11,0%	6,0%		21	4,3	1,7

*Individuals asked: Everyone that did answer for how long there total stay Iceland was [BE02]

**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[BE04_4] How many nights did you stay... - in summer cottages/guest residence and similar

Answers	Count	Pct. %	Conf. lim +/-
1-2 nights	28	41,5%	11,8%
3-4 nights	13	19,2%	9,4%
5-7 nights	17	25,7%	10,4%
8-11 nights	6	9,5%	7,0%
12-14 nights	1	1,2%	2,6%
More than 15 nights	2	2,9%	4,0%
Number of answers	67	100,0%	
Stayed in summer cottages/guest residence	67	3,1%	
Did not stay in summer cottages/guest residence	2113	96,9%	
Did not respond**	0	0,0%	
Number of respondents	2181	100,0%	
Asked*	2181	100,0%	
Not asked	0	0,0%	
Number of participants	2181	100,0%	



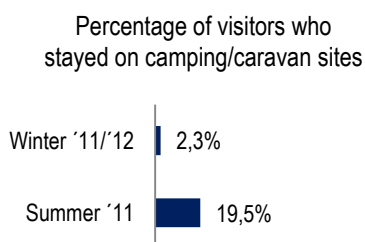
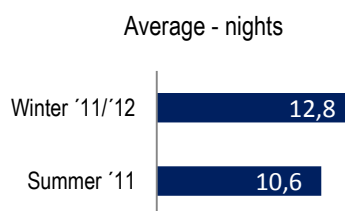
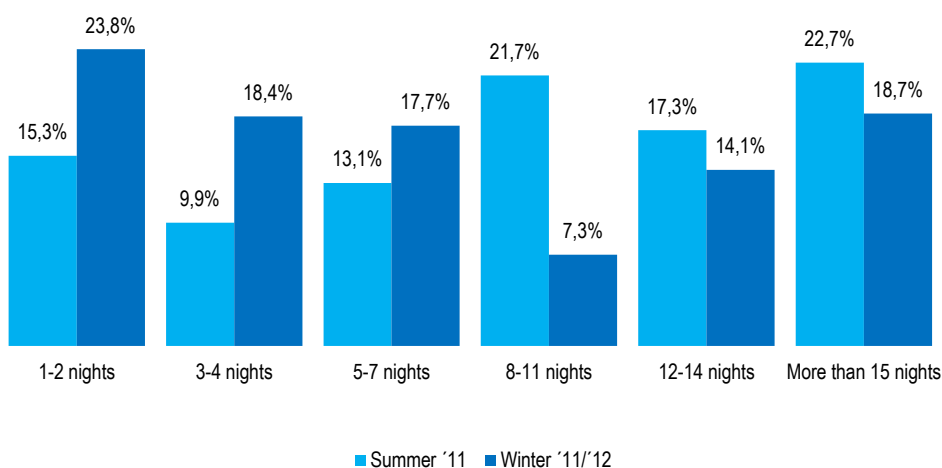
		1-2 nights	3-4 nights	5-7 nights	8-11 nights	12-14 nights	More than 15 nights	Number of answers	Average	Conf. lim +/-
Total	Total	41,5%	19,2%	25,7%	9,5%	1,2%	2,9%	67	4,4	1,0
Gender	Male	32,3%	19,9%	41,3%	6,5%			32	4,1	0,9
	Female	49,7%	18,5%	11,8%	12,2%	2,3%	5,5%	36	4,6	1,7
Age	24 years and younger	16,4%	32,9%	32,2%			18,4%	8	7,3	6,8
	25-34 years	49,6%	10,0%	20,5%	14,7%	3,1%	2,1%	27	4,3	1,5
	35-44 years	45,5%	30,4%	24,1%				14	3,1	1,1
	45-54 years	53,1%	13,5%	7,9%	25,5%			8	3,8	2,7
	55 years and older	26,6%	21,3%	47,3%	4,9%			12	4,5	1,7
Profession	Managerial	14,6%	25,6%	34,1%	25,6%			7	5,7	2,9
	Professional	46,5%	20,3%	28,3%	5,0%			25	3,5	1,0
	Specialized staff	46,9%	8,5%	25,0%	11,7%		7,9%	7	4,6	4,4
	Clerical/Service	64,2%	27,4%	8,4%				7	2,3	1,8
	Student	31,4%	29,6%	22,4%			16,6%	8	6,3	6,2
	Retired/Homemaker	100,0%						2	1,5	5,2
	Other	26,7%	11,2%	31,9%	21,2%	9,0%		9	5,6	2,7
Househ. income	Low	42,1%		57,9%				3	4,1	7,7
	Low average	44,4%		37,5%	9,0%		9,0%	6	5,2	4,8
	Average	59,3%	2,6%	20,9%	13,7%	3,5%		23	3,9	1,6
	High average	27,8%	30,4%	28,6%	13,2%			20	4,2	1,1
	High		71,8%	28,2%				9	4,1	1,0
Nationality	American	57,1%		42,9%				9	3,0	1,8
	German	40,0%	20,0%		20,0%		20,0%	7	7,4	7,7
	French	50,0%	50,0%					2	2,5	18,4
	Danish		33,3%	33,3%	33,3%			5	6,7	3,3
	British	22,2%	33,3%	44,4%				5	3,7	2,4
	Norwegian	50,0%	50,0%					4	2,5	1,3
	Swedish									
	Spanish	83,3%		16,7%				9	2,2	1,1
	Italian									
	Other	22,2%		44,4%	22,2%		11,1%	5	7,1	5,8
Market area	Scandinavia	29,5%	32,3%	22,1%	16,1%			11	4,6	1,9
	Britain	47,3%	15,6%	37,1%				12	3,6	1,6
	Central/South-Europe	47,0%	8,0%	20,6%	15,2%	2,7%	6,5%	30	5,2	1,9
	North America	57,1%		42,9%				9	3,0	1,8
	Other		89,2%	10,8%				6	3,4	0,9
Type of trip	Package tour		30,7%	36,0%	33,3%			3	6,2	6,7
	Individually arranged	40,9%	17,3%	27,8%	9,2%	1,4%	3,4%	58	4,6	1,1
	Mix of both	69,9%	30,1%					6	1,6	1,0
Purpose of visit	Vacation/holiday	43,9%	22,2%	24,5%	7,9%	1,4%		58	3,7	0,7
	Conference/meeting	59,7%		40,3%				3	3,4	8,7
	Study/research			100,0%				1	5,0	0,0
	Visiting friends/relatives	51,1%	14,3%	13,8%	20,8%			9	4,2	2,8
	Business/Employment	100,0%						1	1,0	0,0
	Event in Iceland		100,0%					2	3,0	0,0
	Other		24,6%	28,8%			46,6%	4	11,9	14,3

*Individuals asked: Everyone that did answer for how long there total stay Iceland was [BE02]

**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[BE04_5] How many nights did you stay... - on camping/caravan sites?

Answers	Count	Pct. %	Conf. lim +/-
1-2 nights	12	23,8%	11,7%
3-4 nights	9	18,4%	10,7%
5-7 nights	9	17,7%	10,5%
8-11 nights	4	7,3%	7,2%
12-14 nights	7	14,1%	9,6%
More than 15 nights	9	18,7%	10,7%
Number of answers	51	100,0%	
Stayed on camping/caravan sites	51	2,3%	
Did not stay on camping/caravan sites	2130	97,7%	
Did not respond**	0	0,0%	
Number of respondents	2181	100,0%	
Asked*	2181	100,0%	
Not asked	0	0,0%	
Number of participants	2181	100,0%	



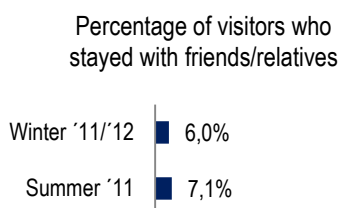
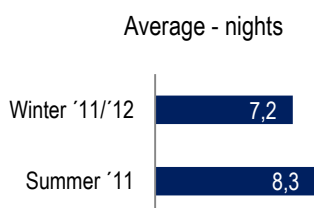
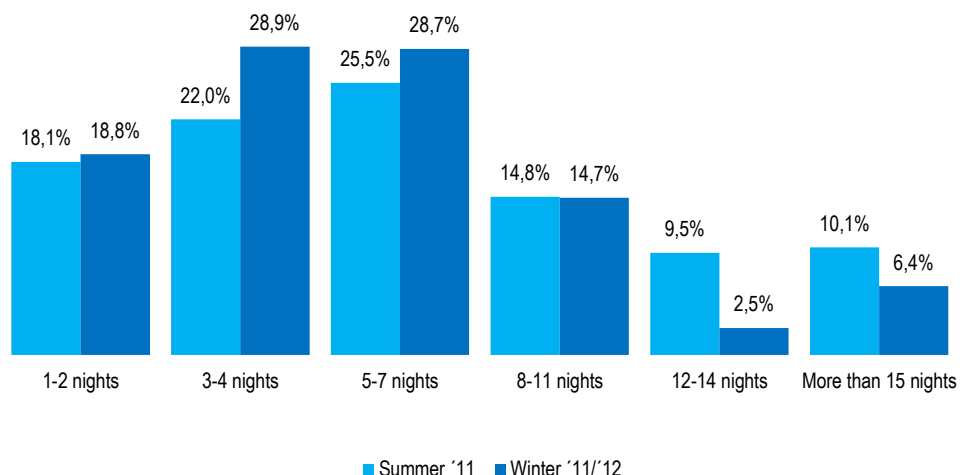
		1-2 nights	3-4 nights	5-7 nights	8-11 nights	12-14 nights	More than 15 nights	Number of answers	Average	Conf. lim +/-
Total	Total	23,8%	18,4%	17,7%	7,3%	14,1%	18,7%	51	12,8	5,6
Gender	Male	15,1%	24,0%	20,2%	7,9%	14,9%	18,1%	31	14,0	7,4
	Female	38,0%	9,4%	13,6%	6,4%	12,9%	19,6%	19	10,8	9,3
Age	24 years and younger	34,7%	34,6%	8,5%	7,6%	11,3%	3,4%	16	4,9	2,5
	25-34 years	21,8%	16,8%	19,0%	5,8%	18,0%	18,6%	22	10,6	6,1
	35-44 years			46,2%	16,2%	18,8%	18,8%	7	9,8	3,9
	45-54 years	100,0%						2	1,4	6,7
	55 years and older						100,0%	3	75,7	20,3
Profession	Managerial		100,0%					2	4,0	0,0
	Professional	24,6%	3,2%	19,9%	21,3%	15,2%	15,9%	17	10,9	7,5
	Specialized staff			100,0%				1	6,0	0,0
	Clerical/Service	27,1%	23,9%	32,7%		16,3%		8	5,5	3,5
	Student	45,3%	24,4%			25,8%	4,5%	13	5,8	3,8
	Retired/Homemaker						100,0%	3	75,7	20,3
	Other		14,0%	38,9%			47,1%	6	10,9	7,0
Househ. income	Low	38,0%	62,0%					3	2,6	1,4
	Low average	18,4%	42,6%	14,1%			24,9%	6	6,4	8,0
	Average	25,8%	18,2%	9,8%	9,3%	11,5%	25,3%	27	15,8	9,6
	High average	20,7%		37,9%	5,6%	24,4%	11,5%	11	13,0	12,5
	High	23,2%		53,6%	23,2%			3	6,1	22,8
Nationality	American	100,0%						5	1,0	0,0
	German			20,0%		40,0%	40,0%	7	24,0	23,2
	French						100,0%	2	79,5	91,9
	Danish		100,0%					5	3,7	0,6
	British	20,0%		20,0%	40,0%	20,0%		3	7,8	11,8
	Norwegian									
	Swedish									
	Spanish						100,0%	2	16,0	0,0
	Italian	100,0%						2	1,0	0,0
	Dutch		50,0%				50,0%	2	10,5	19,7
	Other	19,3%	14,0%	29,5%	10,6%	15,9%	10,6%	24	9,7	5,5
Market area	Scandinavia		100,0%					5	3,7	0,6
	Britain	25,0%		25,0%	25,0%	25,0%		2	7,8	46,7
	Central/South-Europe	12,5%	11,5%	20,7%	4,7%	19,9%	30,8%	27	17,7	9,4
	North America	65,5%	9,2%	18,3%	7,0%			9	2,7	2,1
	Other	33,3%		16,7%	16,7%	16,7%	16,7%	8	15,2	19,7
Type of trip	Package tour	39,9%	60,1%					3	2,2	2,9
	Individually arranged	17,6%	17,9%	19,4%	8,8%	13,7%	22,5%	42	14,6	6,7
	Mix of both	61,6%				38,4%		4	6,0	16,7
Purpose of visit	Vacation/holiday	20,5%	17,4%	17,8%	7,2%	15,2%	21,9%	43	14,2	6,5
	Conference/meeting									
	Study/research	17,0%		39,9%		43,1%		5	8,8	7,9
	Visiting friends/relatives				42,6%	57,4%		4	11,2	3,0
	Business/Employment		49,6%		50,4%			4	6,4	8,8
	Event in Iceland			57,8%	42,2%			2	6,7	31,3
	Other	41,8%	35,0%	9,0%		14,2%		9	4,2	3,1

*Individuals asked: Everyone that did answer for how long there total stay Iceland was [BE02]

**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[BE04_6] How many nights did you stay... - with friends/relatives (unpaid accommodation)

Answers	Count	Pct. %	Conf. lim +/-
1-2 nights	25	18,8%	6,7%
3-4 nights	38	28,9%	7,8%
5-7 nights	37	28,7%	7,8%
8-11 nights	19	14,7%	6,1%
12-14 nights	3	2,5%	2,7%
More than 15 nights	8	6,4%	4,2%
Number of answers	131	100,0%	
Stayed with friends/relatives	131	6,0%	
Did not stay with friends/relatives	2050	94,0%	
Did not respond**	0	0,0%	
Number of respondents	2181	100,0%	
Asked*	2181	100,0%	
Not asked	0	0,0%	
Number of participants	2181	100,0%	



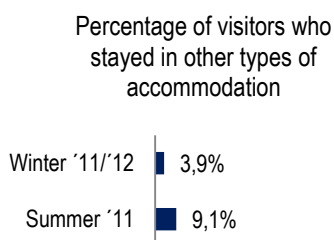
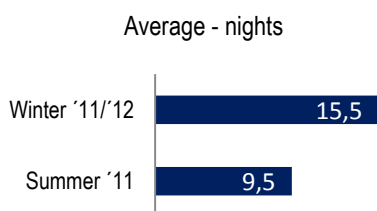
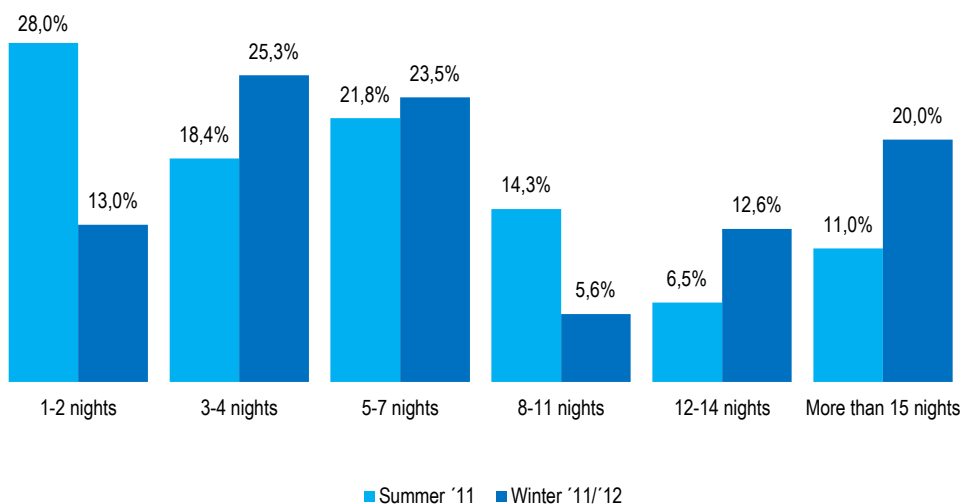
		1-2 nights	3-4 nights	5-7 nights	8-11 nights	12-14 nights	More than 15 nights	Number of answers	Average	Conf. lim +/-
Total	Total	18,8%	28,9%	28,7%	14,7%	2,5%	6,4%	131	7,2	1,9
Gender	Male	20,0%	23,3%	23,3%	20,3%	1,8%	11,3%	44	10,1	5,5
	Female	18,1%	31,7%	31,4%	11,9%	2,9%	3,9%	86	5,7	0,9
Age	24 years and younger	21,8%	13,8%	27,5%	28,2%		8,7%	29	10,1	7,8
	25-34 years	6,0%	28,4%	37,0%	14,4%	6,6%	7,7%	50	8,0	2,4
	35-44 years	45,0%	44,8%	10,2%				18	3,1	0,7
	45-54 years	39,0%	30,7%	17,7%	7,1%		5,4%	15	4,4	1,9
	55 years and older	7,2%	36,6%	34,6%	15,0%		6,7%	19	6,5	2,2
Profession	Managerial	19,8%	19,2%	39,6%	21,4%			6	5,3	2,6
	Professional	15,6%	33,3%	25,5%	9,8%	8,7%	7,0%	38	6,7	1,6
	Specialized staff	18,2%	53,7%	18,2%	6,0%		3,8%	21	4,3	1,3
	Clerical/Service		22,7%	35,0%			42,2%	3	24,3	207
	Student	13,6%	13,6%	36,4%	28,6%		7,8%	32	7,1	1,9
	Retired/Homemaker	20,8%	30,6%	32,6%	16,0%			9	5,0	2,5
	Other	35,2%	18,4%	28,8%	11,7%		5,9%	21	10,2	10,7
Household income	Low	30,4%	5,4%	21,7%	34,2%		8,3%	15	7,1	3,5
	Low average	16,6%	24,5%	37,9%	21,0%			19	5,4	1,4
	Average	12,9%	33,1%	28,2%	11,9%	1,6%	12,2%	49	9,7	5,0
	High average	23,5%	34,5%	29,0%	6,4%	6,6%		38	4,8	1,0
	High		57,5%	14,9%			27,6%	5	9,3	11,7
Nationality	American	22,2%	55,6%		11,1%		11,1%	11	5,8	5,1
	German			33,3%	50,0%		16,7%	8	10,7	3,8
	French		11,1%	66,7%	22,2%			9	6,4	1,5
	Danish	40,0%	30,0%	30,0%				18	3,5	0,9
	British	10,0%	40,0%	50,0%				6	4,7	2,0
	Norwegian	33,3%	33,3%	16,7%	16,7%			11	4,3	1,9
	Swedish	25,0%	33,3%	33,3%	8,3%			16	4,3	1,1
	Spanish				100,0%			2	8,0	0,0
	Italian			100,0%				2	6,0	12,3
	Dutch	18,2%	27,3%	45,5%	9,1%			6	4,7	2,1
Other	13,1%	29,4%	19,1%	15,9%	8,1%	14,3%	41	11,3	6,0	
Market area	Scandinavia	25,6%	35,5%	28,3%	8,3%		2,4%	59	4,7	0,9
	Britain	21,7%	31,1%	47,1%				6	4,4	2,1
	Central/South-Europe	10,6%	14,1%	38,1%	27,5%	6,0%	3,7%	34	8,1	3,2
	North America	29,6%	40,8%		11,2%		18,4%	11	6,4	5,4
	Other	6,1%	27,5%	23,5%	18,4%	6,1%	18,4%	20	14,0	11,0
Type of trip	Package tour						100,0%	1	20,0	0,0
	Individually arranged	18,7%	28,9%	30,1%	14,9%	2,6%	4,8%	124	7,0	2,0
	Mix of both	52,0%					48,0%	3	10,6	90,2
Purpose of visit	Vacation/holiday	10,9%	31,1%	31,9%	17,1%	2,3%	6,7%	89	6,8	1,4
	Conference/meeting	45,5%	47,6%			6,9%		11	3,5	2,2
	Study/research	16,6%	36,3%	10,6%	15,5%	5,1%	15,9%	15	7,9	4,0
	Visiting friends/relatives	14,9%	27,7%	31,7%	16,7%	3,7%	5,3%	88	6,8	1,4
	Business/Employment	31,8%	21,1%		11,7%	13,7%	21,7%	6	26,4	51,0
	Event in Iceland	15,3%	41,7%	19,7%	10,6%	4,9%	7,8%	16	5,9	2,8
	Other	35,6%	19,9%	10,1%	10,1%		24,3%	10	11,3	11,8

*Individuals asked: Everyone that did answer for how long their total stay in Iceland was [BE02]

**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[BE04_7] How many nights did you stay... - in other types of accommodation

Answers	Count	Pct. %	Conf. lim +/-
1-2 nights	11	13,0%	7,1%
3-4 nights	21	25,3%	9,3%
5-7 nights	20	23,5%	9,0%
8-11 nights	5	5,6%	4,9%
12-14 nights	11	12,6%	7,1%
More than 15 nights	17	20,0%	8,5%
Number of answers	85	100,0%	
Stayed in other types of accommodation	85	3,9%	
Did not stay in other types of	2096	96,1%	
Did not respond**	0	0,0%	
Number of respondents	2181	100,0%	
Asked*	2181	100,0%	
Not asked	0	0,0%	
Number of participants	2181	100,0%	

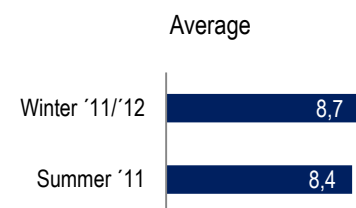
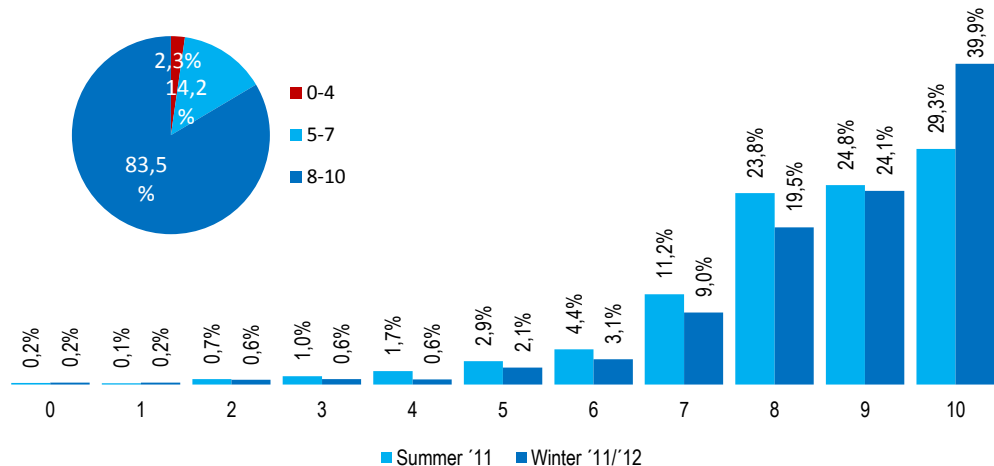


		1-2 nights	3-4 nights	5-7 nights	8-11 nights	12-14 nights	More than 15 nights	Number of answers	Average	Conf. lim +/-
Total	Total	13,0%	25,3%	23,5%	5,6%	12,6%	20,0%	85	15,5	6,1
Gender	Male	14,3%	29,8%	17,6%	1,6%	13,2%	23,6%	39	13,6	8,5
	Female	11,8%	21,6%	28,4%	9,0%	12,2%	17,0%	46	17,1	9,0
Age	24 years and younger	18,0%	31,1%		10,2%	10,2%	30,4%	14	23,8	24,1
	25-34 years	13,9%	21,3%	22,2%	8,5%	19,5%	14,5%	39	16,2	10,1
	35-44 years	10,7%	26,1%	47,5%			15,7%	12	6,8	2,9
	45-54 years	7,4%	22,8%	69,8%				8	4,9	1,6
	55 years and older	10,0%	32,7%			13,6%	43,7%	12	19,3	15,1
Profession	Managerial	33,3%	33,2%	33,4%				5	3,8	2,6
	Professional	5,5%	25,4%	44,8%	2,8%	7,5%	14,0%	22	7,0	2,3
	Specialized staff		6,5%	68,0%		25,5%		9	7,7	3,3
	Clerical/Service	73,1%			26,9%			3	4,4	41,4
	Student	17,4%	23,2%		9,8%	21,9%	27,8%	21	33,0	22,4
	Retired/Homemaker		41,1%				58,9%	6	29,3	36,4
	Other	15,2%	19,3%	14,9%	8,6%	13,9%	28,0%	16	11,1	5,4
	Househ. income	Low				37,0%	63,0%	4	21,2	48,7
Low average	36,8%		12,6%	13,6%	18,5%	18,5%	10	26,6	32,7	
Average	14,4%	29,8%	25,8%	3,0%	11,2%	15,8%	47	13,1	7,1	
High average	3,5%	32,0%	31,1%	3,5%	4,8%	25,0%	17	16,8	18,1	
High		62,3%	37,7%				3	4,3	4,3	
Nationality	American	41,7%	16,7%	25,0%		8,3%	8,3%	15	15,3	22,1
	German				33,3%	50,0%	16,7%	8	12,8	2,8
	French			25,0%			75,0%	4	39,5	51,4
	Danish	12,5%	37,5%	25,0%			25,0%	15	19,4	21,3
	British	10,0%	50,0%	30,0%	10,0%			6	4,7	2,6
	Norwegian					50,0%	50,0%	4	16,0	5,3
	Swedish		33,3%				66,7%	4	20,7	25,3
	Spanish			100,0%				2	7,0	0,0
	Italian		50,0%			50,0%		2	7,5	55,3
	Dutch		40,0%	40,0%			20,0%	3	17,2	231,1
	Other	10,9%	30,7%	31,1%	5,9%	10,6%	10,9%	23	12,8	12,4
Market area	Scandinavia	7,9%	29,5%	13,7%	5,8%	7,9%	35,3%	23	18,9	13,0
	Britain	4,3%	39,1%	52,3%	4,3%			14	4,8	1,1
	Central/South-Europe	5,7%	9,9%	16,8%	12,8%	31,5%	23,2%	22	16,9	8,8
	North America	37,6%	19,9%	22,6%		12,4%	7,5%	16	14,6	19,7
	Other	13,1%	39,3%	21,4%			26,2%	10	21,6	32,8
Type of trip	Package tour	11,0%	66,3%	22,7%				6	3,2	1,5
	Individually arranged	14,2%	24,3%	20,7%	6,5%	12,7%	21,7%	73	16,9	7,1
	Mix of both			59,0%		23,6%	17,5%	6	9,2	5,5
Purpose of visit	Vacation/holiday	17,8%	28,4%	29,1%	7,5%	5,2%	12,0%	55	8,4	3,5
	Conference/meeting	22,1%	18,3%	59,6%				6	5,2	2,9
	Study/research	11,9%	17,3%	11,5%		13,3%	46,0%	11	57,8	42,8
	Visiting friends/relatives			22,4%		34,1%	43,5%	8	13,1	3,9
	Business/Employment		23,8%	23,8%		26,7%	25,8%	5	15,4	18,8
	Event in Iceland				35,3%	30,6%	34,1%	4	14,6	10,5
	Other	15,2%	15,3%	6,5%	4,2%	40,8%	18,0%	16	10,0	3,0

*Individuals asked: Everyone that did answer for how long there total stay Iceland was [BE02]

**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

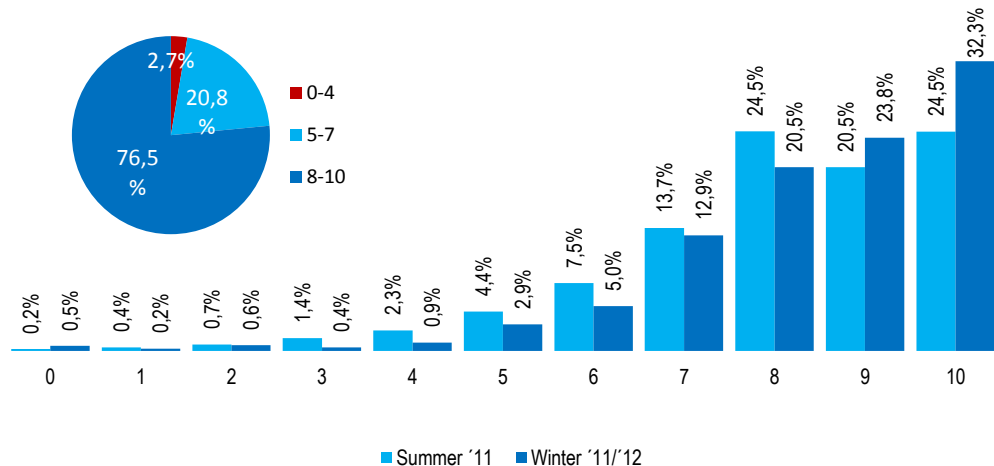
Answers	Count	Pct. %	Conf. lim +/-
0	5	0,2%	0,2%
1	5	0,2%	0,2%
2	12	0,6%	0,3%
3	14	0,6%	0,3%
4	13	0,6%	0,3%
5	45	2,1%	0,6%
6	67	3,1%	0,7%
7	191	9,0%	1,2%
8	415	19,5%	1,7%
9	512	24,1%	1,8%
10	849	39,9%	2,1%
Number of answers	2127	100,0%	
Responded	2127	97,5%	
Did not respond**	54	2,5%	
Number of respondents	2181	100,0%	
Asked*	2181	100,0%	
Not asked	0	0,0%	
Number of participants	2181	100,0%	



		0	1	2	3	4	5	6	7	8	9	10	Number of answers	Average	Conf. lim +/-	
Total	Total	0,2%	0,2%	0,6%	0,6%	0,6%	2,1%	3,1%	9,0%	19,5%	24,1%	39,9%	2127	8,7	0,1	
Gender	Male	0,2%		0,5%	0,8%	0,8%	1,8%	3,5%	9,5%	22,0%	26,0%	34,9%	981	8,6	0,1	
	Female	0,3%	0,4%	0,6%	0,5%	0,5%	2,4%	2,8%	8,5%	17,4%	22,4%	44,2%	1146	8,8	0,1	
Age	24 years and younger		0,9%	1,2%	0,3%	1,8%	4,7%	4,3%	10,6%	22,1%	19,7%	34,4%	203	8,3	0,3	
	25-34 years	0,2%	0,2%	0,3%	0,9%	0,7%	1,8%	3,2%	9,0%	19,3%	23,8%	40,6%	728	8,7	0,1	
	35-44 years	0,5%	0,5%	0,3%	0,3%	0,3%	2,0%	2,9%	11,5%	20,1%	23,5%	38,1%	402	8,6	0,2	
	45-54 years			1,5%	0,2%		1,7%	3,6%	8,0%	21,1%	25,7%	38,1%	365	8,7	0,2	
	55 years and older	0,4%			1,1%	0,7%	1,8%	2,3%	6,5%	16,9%	25,8%	44,5%	428	8,9	0,1	
Profession	Managerial			0,4%	0,4%	1,2%	0,6%	4,7%	10,0%	18,6%	24,8%	39,4%	321	8,7	0,2	
	Professional	0,2%	0,2%	0,5%	0,6%	0,6%	1,4%	2,7%	10,4%	20,3%	23,6%	39,7%	716	8,7	0,1	
	Specialized staff	0,7%		0,5%	0,4%	0,2%	1,3%	5,4%	7,1%	18,1%	28,9%	37,4%	273	8,7	0,2	
	Clerical/Service			1,4%				5,1%	2,4%	8,3%	26,0%	25,9%	30,8%	127	8,5	0,3
	Student		0,8%	0,6%	1,0%	1,7%	2,9%	2,7%	9,6%	20,7%	27,1%	33,0%	218	8,5	0,2	
	Retired/Homemaker	1,1%		1,1%	0,5%		5,1%	1,8%	3,9%	14,0%	21,3%	51,2%	173	8,8	0,3	
	Other			0,5%	1,6%	0,4%	2,4%	1,7%	9,5%	18,3%	18,4%	47,2%	265	8,8	0,2	
Household income	Low		3,5%				3,5%	1,1%	10,4%	17,1%	23,9%	40,5%	53	8,6	0,5	
	Low average		0,7%	1,0%	1,1%	1,0%	3,3%	3,4%	6,7%	20,1%	21,5%	41,1%	177	8,6	0,3	
	Average	0,6%	0,2%	0,8%	0,4%	0,6%	2,9%	3,4%	9,4%	20,6%	25,9%	35,3%	837	8,6	0,1	
	High average			0,2%	0,9%	0,3%	1,2%	3,9%	9,2%	19,0%	24,7%	40,6%	790	8,8	0,1	
	High			0,7%		0,7%	1,4%		9,2%	17,7%	19,3%	51,0%	179	9,0	0,2	
Nationality	American				0,4%	0,4%	0,8%	1,9%	4,2%	12,6%	18,7%	61,1%	318	9,3	0,1	
	German				1,0%	1,9%	2,9%	1,9%	10,7%	16,5%	23,3%	41,7%	144	8,7	0,3	
	French				1,0%				2,0%	15,0%	24,0%	19,0%	39,0%	104	8,7	0,3
	Danish		1,2%					6,2%	2,5%	8,6%	17,3%	28,4%	35,8%	148	8,6	0,3
	British				0,4%		1,3%	2,1%	8,5%	18,8%	26,2%	42,8%	435	8,9	0,1	
	Norwegian	1,9%	1,0%	1,9%	1,9%	1,0%	4,8%	1,0%	11,4%	20,0%	25,7%	29,5%	192	8,1	0,3	
	Swedish			1,0%	1,0%	1,0%	2,1%	5,2%	9,4%	21,9%	19,8%	38,5%	130	8,6	0,3	
	Spanish						4,8%	9,5%	9,5%	33,3%	38,1%	4,8%	32	8,0	0,4	
	Italian						9,1%			9,1%	36,4%	27,3%	18,2%	23	8,2	0,7
	Dutch						0,7%	0,7%	5,2%	16,4%	43,3%	20,1%	13,4%	75	8,1	0,3
	Other	0,2%	0,2%	1,3%	0,6%	0,6%	1,8%	5,2%	8,6%	19,3%	25,8%	36,3%	523	8,6	0,1	
Market area	Scandinavia	0,7%	0,7%	1,0%	1,2%	0,9%	3,7%	2,5%	10,2%	20,6%	25,9%	32,6%	544	8,4	0,2	
	Britain		0,2%		0,1%		1,7%	2,9%	7,9%	19,6%	25,5%	42,1%	574	8,9	0,1	
	Central/South-Europe			0,8%	1,5%	1,5%	1,6%	4,2%	11,8%	26,0%	23,4%	29,0%	451	8,4	0,1	
	North America					0,3%	0,9%	1,9%	4,7%	11,6%	21,5%	59,1%	374	9,3	0,1	
	Other	0,7%		1,4%			2,1%	5,6%	9,9%	16,6%	21,1%	42,6%	197	8,6	0,2	
Type of trip	Package tour				0,2%	0,3%	1,6%	2,2%	7,3%	18,7%	25,6%	44,1%	381	9,0	0,1	
	Individually arranged	0,2%	0,3%	0,8%	0,7%	0,7%	2,1%	3,3%	9,9%	19,3%	24,7%	37,9%	1416	8,6	0,1	
	Mix of both	0,6%			1,1%	0,4%	2,8%	3,5%	6,5%	21,0%	20,1%	44,1%	317	8,7	0,2	
Purpose of visit	Vacation/holiday	0,2%	0,3%	0,4%	0,3%	0,3%	1,9%	2,4%	8,9%	19,8%	24,0%	41,6%	1765	8,8	0,1	
	Conference/meeting	0,8%		2,1%	1,8%	0,8%	0,6%	6,3%	8,7%	19,0%	26,3%	33,5%	215	8,4	0,3	
	Study/research			2,8%	2,2%	4,4%	2,0%	10,3%	10,1%	21,9%	22,2%	24,1%	93	7,9	0,4	
	Visiting friends/relatives	1,7%	1,7%	2,4%	1,5%		3,0%	1,9%	2,8%	11,7%	22,2%	51,1%	107	8,6	0,4	
	Business/Employment						2,7%	2,6%	7,3%	23,0%	21,9%	42,4%	95	8,9	0,3	
	Event in Iceland			0,9%	1,6%		2,2%	2,6%	13,9%	15,9%	21,1%	41,7%	136	8,7	0,3	
	Other				3,6%	2,0%	2,4%	2,9%	2,9%	19,1%	23,3%	43,8%	150	8,7	0,3	

*Individuals asked: Everyone
 **Those who did not respond are those who responded 'don't know' or 'don't want to answer'

Answers	Count	Pct. %	Conf. lim +/-
0	11	0,5%	0,3%
1	5	0,2%	0,2%
2	13	0,6%	0,3%
3	8	0,4%	0,3%
4	19	0,9%	0,4%
5	62	2,9%	0,7%
6	106	5,0%	0,9%
7	273	12,9%	1,4%
8	434	20,5%	1,7%
9	504	23,8%	1,8%
10	685	32,3%	2,0%
Number of answers	2122	100,0%	
Responded	2122	97,3%	
Did not respond**	59	2,7%	
Number of respondents	2181	100,0%	
Asked*	2181	100,0%	
Not asked	0	0,0%	
Number of participants	2181	100,0%	



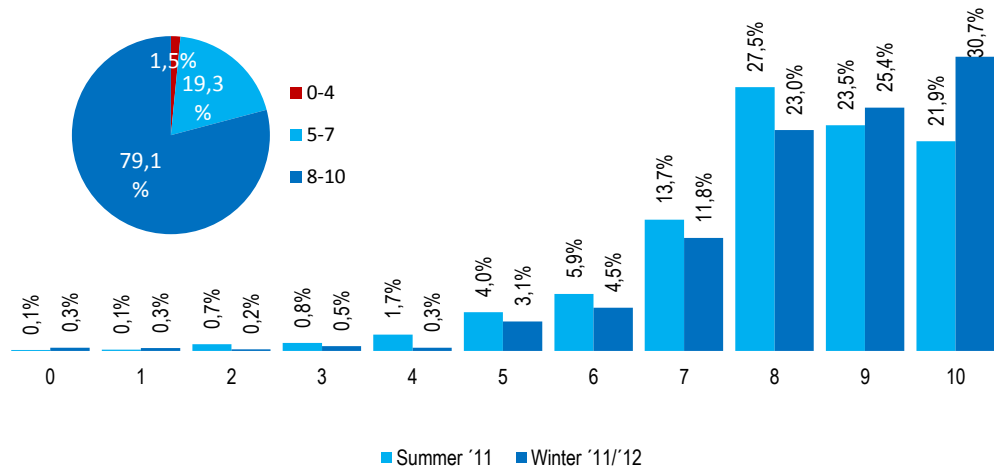
Average	Value
Winter '11/'12	8,4
Summer '11	8,0

		0	1	2	3	4	5	6	7	8	9	10	Number of answers	Average	Conf. lim +/-		
Total	Total	0,5%	0,2%	0,6%	0,4%	0,9%	2,9%	5,0%	12,9%	20,5%	23,8%	32,3%	2122	8,4	0,1		
Gender	Male	0,5%		0,8%	0,1%	0,5%	2,9%	5,6%	13,8%	22,1%	26,5%	27,1%	981	8,4	0,1		
	Female	0,6%	0,4%	0,4%	0,6%	1,3%	2,9%	4,5%	12,1%	19,0%	21,4%	36,7%	1141	8,5	0,1		
Age	24 years and younger		0,9%	1,9%	0,7%	1,3%	4,0%	6,9%	11,8%	19,1%	20,6%	32,7%	200	8,2	0,3		
	25-34 years		0,4%		0,6%	0,7%	1,2%	3,5%	3,6%	12,8%	21,6%	22,1%	33,6%	728	8,4	0,1	
	35-44 years			0,8%			1,7%	2,1%	6,2%	16,8%	19,7%	22,8%	30,0%	401	8,3	0,2	
	45-54 years			0,8%	0,8%	0,5%	0,4%		2,6%	5,8%	12,6%	21,6%	25,9%	29,0%	364	8,3	0,2
	55 years and older			0,6%		0,8%		0,3%	2,5%	4,7%	10,0%	19,0%	27,2%	34,9%	429	8,6	0,2
Profession	Managerial					0,4%	0,6%	2,0%	7,8%	18,0%	20,1%	21,0%	30,1%	321	8,4	0,2	
	Professional		0,7%	0,3%	0,6%	0,3%	0,8%	2,3%	4,7%	13,9%	22,5%	24,2%	29,9%	715	8,4	0,1	
	Specialized staff		0,7%	0,5%	0,7%	0,4%	0,4%	2,8%	2,0%	14,8%	19,6%	26,8%	31,3%	274	8,5	0,2	
	Clerical/Service				1,5%		1,8%	4,5%	5,3%	8,6%	24,2%	28,5%	25,7%	125	8,3	0,3	
	Student			0,8%	1,7%		1,5%	3,8%	6,3%	11,2%	17,8%	24,0%	32,8%	218	8,3	0,2	
	Retired/Homemaker		2,1%		0,7%		0,7%	4,5%	6,5%	6,0%	13,9%	26,6%	38,9%	173	8,5	0,3	
	Other		0,5%			1,2%	0,9%	3,4%	3,0%	10,6%	20,4%	20,2%	39,9%	263	8,6	0,2	
Household income	Low			3,5%			6,9%	10,4%	5,5%	20,9%	16,9%	35,9%	53	8,2	0,6		
	Low average		1,8%		1,1%		3,9%	3,9%	10,3%	19,2%	23,0%	36,8%	177	8,5	0,3		
	Average		0,8%	0,2%	0,7%	0,3%	1,6%	3,0%	4,4%	12,4%	21,4%	24,6%	30,6%	834	8,4	0,1	
	High average		0,1%		0,5%	0,6%	0,6%	2,4%	5,9%	15,4%	19,8%	23,7%	31,0%	790	8,4	0,1	
	High		0,7%	0,7%	1,1%		0,3%	1,7%	4,1%	11,9%	18,7%	26,9%	33,9%	177	8,5	0,3	
Nationality	American		0,4%		0,8%		2,3%	3,4%	8,8%	12,2%	22,9%	49,2%	318	8,9	0,2		
	German					1,9%	3,9%	1,9%	14,6%	22,3%	20,4%	35,0%	144	8,5	0,2		
	French					2,0%	3,0%	8,0%	20,0%	23,0%	21,0%	23,0%	104	8,1	0,3		
	Danish				2,5%		1,3%	7,5%	2,5%	12,5%	21,3%	23,8%	28,8%	146	8,2	0,3	
	British				0,1%	0,3%	1,0%	1,8%	4,7%	10,4%	19,6%	29,2%	32,7%	435	8,6	0,1	
	Norwegian		2,8%	1,9%	0,9%	0,9%		2,8%	6,6%	15,1%	19,8%	24,5%	24,5%	194	7,9	0,3	
	Swedish		2,1%			2,1%	1,0%	1,0%	8,3%	15,6%	12,5%	27,1%	30,2%	130	8,2	0,4	
	Spanish					4,8%	9,5%	14,3%	14,3%	19,0%	33,3%	4,8%	32	7,5	0,6		
	Italian						4,5%			9,1%	50,0%	18,2%	18,2%	23	8,3	0,6	
	Dutch							1,5%	6,7%	22,4%	44,0%	17,2%	8,2%	75	7,9	0,2	
	Other		0,4%	0,2%	0,9%	0,4%	0,9%	3,2%	5,1%	12,9%	22,7%	20,5%	32,8%	519	8,4	0,1	
Market area	Scandinavia		1,5%	0,7%	1,3%	1,1%	0,8%	4,0%	5,5%	13,7%	19,3%	25,7%	26,5%	544	8,1	0,2	
	Britain				0,6%	0,1%	1,0%	2,1%	5,7%	11,5%	20,3%	25,8%	32,8%	573	8,5	0,1	
	Central/South-Europe		0,2%		0,3%	0,3%	1,8%	3,1%	5,6%	17,9%	26,8%	21,6%	22,4%	449	8,2	0,1	
	North America		0,3%		0,3%			2,6%	3,0%	7,7%	14,3%	23,0%	48,7%	373	8,9	0,1	
	Other		0,7%	0,7%			0,7%	2,8%	4,0%	13,5%	20,5%	19,1%	37,9%	178	8,5	0,3	
Type of trip	Package tour			0,5%	0,2%	1,0%	2,4%	3,3%	14,4%	20,1%	24,8%	33,4%	381	8,6	0,1		
	Individually arranged		0,6%	0,3%	0,8%	0,4%	1,0%	2,8%	5,0%	13,1%	20,6%	24,0%	31,5%	1412	8,4	0,1	
	Mix of both		1,0%		0,2%	0,4%	0,4%	4,3%	7,1%	10,7%	19,4%	22,3%	34,2%	317	8,4	0,2	
Purpose of visit	Vacation/holiday		0,2%	0,2%	0,6%	0,3%	0,9%	2,9%	4,6%	12,7%	20,1%	23,9%	33,6%	1760	8,5	0,1	
	Conference/meeting		2,3%	0,6%	0,3%		0,7%	2,8%	4,7%	16,0%	25,0%	25,5%	22,0%	214	8,1	0,3	
	Study/research		1,5%	1,3%	1,4%			7,7%	7,3%	10,8%	33,3%	16,5%	20,1%	93	7,8	0,4	
	Visiting friends/relatives		3,9%	1,8%	0,8%			7,3%		3,7%	12,2%	26,5%	44,0%	104	8,4	0,5	
	Business/Employment					1,4%		1,3%	5,6%	15,8%	22,7%	20,2%	33,0%	95	8,5	0,3	
	Event in Iceland		1,0%				1,8%	2,8%	6,0%	9,5%	16,7%	29,7%	32,5%	136	8,5	0,3	
	Other		1,5%		1,2%	1,2%	1,6%	2,0%	5,6%	12,9%	24,3%	20,2%	29,5%	150	8,2	0,3	

*Individuals asked: Everyone

**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

Answers	Count	Pct. %	Conf. lim +/-
0	7	0,3%	0,2%
1	6	0,3%	0,2%
2	3	0,2%	0,2%
3	10	0,5%	0,3%
4	7	0,3%	0,2%
5	65	3,1%	0,7%
6	95	4,5%	0,9%
7	251	11,8%	1,4%
8	490	23,0%	1,8%
9	540	25,4%	1,8%
10	653	30,7%	2,0%
Number of answers	2128	100,0%	
Responded	2128	97,6%	
Did not respond**	53	2,4%	
Number of respondents	2181	100,0%	
Asked*	2181	100,0%	
Not asked	0	0,0%	
Number of participants	2181	100,0%	



	Average
Winter '11/'12	8,5
Summer '11	8,1

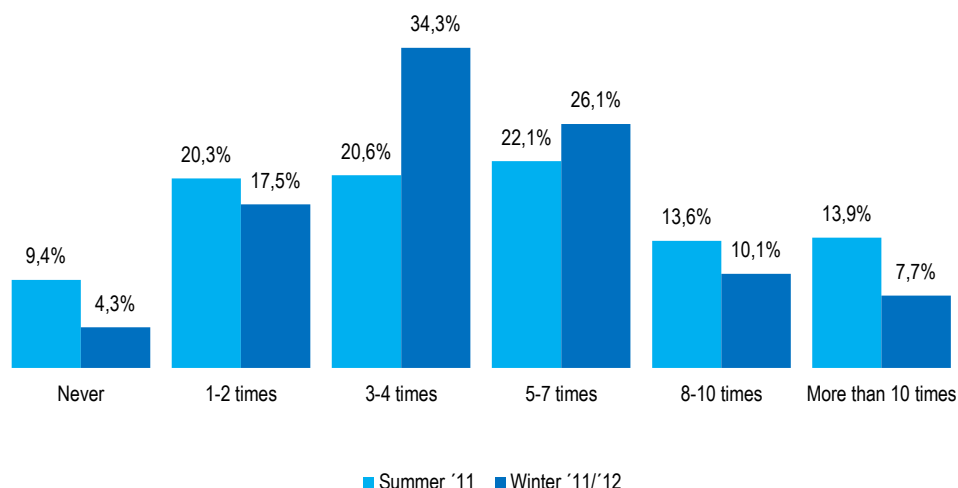
		0	1	2	3	4	5	6	7	8	9	10	Number of answers	Average	Conf. lim +/-	
Total	Total	0,3%	0,3%	0,2%	0,5%	0,3%	3,1%	4,5%	11,8%	23,0%	25,4%	30,7%	2128	8,5	0,1	
Gender	Male	0,2%	0,5%	0,1%	0,4%	0,1%	3,1%	4,1%	14,3%	24,0%	27,5%	25,9%	982	8,4	0,1	
	Female	0,4%	0,1%	0,2%	0,5%	0,5%	3,0%	4,8%	9,6%	22,2%	23,6%	34,9%	1146	8,5	0,1	
Age	24 years and younger			0,3%	1,2%	0,7%	2,8%	5,4%	10,5%	25,7%	23,8%	29,6%	203	8,4	0,2	
	25-34 years	0,2%	0,2%	0,2%	0,4%	0,4%	3,4%	3,7%	11,6%	23,5%	24,4%	32,0%	727	8,5	0,1	
	35-44 years	0,5%	0,3%		0,5%	0,2%	2,6%	4,5%	14,5%	24,9%	21,4%	30,6%	402	8,4	0,2	
	45-54 years	0,5%	0,8%		0,4%		3,3%	6,7%	11,4%	21,7%	28,1%	27,1%	364	8,4	0,2	
	55 years and older	0,4%		0,3%	0,3%	0,4%	2,9%	3,5%	10,5%	20,3%	29,1%	32,2%	431	8,6	0,1	
Profession	Managerial				0,6%		3,2%	6,3%	14,5%	24,0%	24,3%	27,3%	321	8,4	0,2	
	Professional	0,2%	0,2%	0,3%	0,3%	0,3%	3,1%	3,5%	13,1%	25,2%	25,1%	28,9%	716	8,5	0,1	
	Specialized staff	0,7%	0,5%		0,4%	0,7%	2,0%	3,9%	12,6%	21,3%	28,1%	29,9%	274	8,5	0,2	
	Clerical/Service			1,4%				2,4%	6,0%	10,9%	24,7%	27,6%	127	8,4	0,3	
	Student			0,3%	1,1%	0,9%	2,0%	5,8%	9,6%	22,8%	26,2%	31,2%	218	8,5	0,2	
	Retired/Homemaker	2,1%		0,5%	0,3%	0,7%	5,7%	3,3%	7,5%	15,6%	27,9%	36,4%	175	8,5	0,3	
	Other		0,5%		0,7%		2,6%	4,2%	9,0%	22,1%	22,4%	38,4%	264	8,7	0,2	
Household income	Low						6,9%	3,1%	18,6%	12,0%	20,1%	39,3%	53	8,5	0,4	
	Low average	1,0%	0,8%	1,1%	0,3%		1,4%	5,8%	9,4%	21,0%	22,7%	36,5%	177	8,5	0,3	
	Average	0,6%	0,4%		0,6%	0,6%	3,3%	4,6%	10,7%	24,4%	25,7%	29,0%	837	8,4	0,1	
	High average			0,2%	0,5%	0,2%	2,7%	5,2%	13,4%	22,3%	26,4%	29,2%	791	8,5	0,1	
	High			0,7%			3,5%	1,3%	11,0%	24,6%	28,0%	30,9%	179	8,6	0,2	
Nationality	American						2,3%	3,1%	6,5%	13,7%	27,1%	47,3%	318	9,0	0,1	
	German				1,0%	1,0%	3,9%	1,9%	8,7%	23,3%	28,2%	32,0%	144	8,6	0,2	
	French						2,0%	4,0%	17,0%	25,0%	27,0%	25,0%	104	8,5	0,2	
	Danish				1,2%	1,2%	8,6%	4,9%	6,2%	27,2%	25,9%	24,7%	148	8,2	0,3	
	British			0,1%	0,4%	0,6%	1,8%	4,7%	10,0%	22,6%	28,6%	31,2%	435	8,6	0,1	
	Norwegian	2,8%	0,9%		0,9%		3,8%	6,6%	17,0%	23,6%	17,9%	26,4%	194	8,0	0,3	
	Swedish		2,1%				3,1%	6,3%	11,5%	24,0%	21,9%	31,3%	130	8,4	0,3	
	Spanish						4,8%	14,3%	19,0%	33,3%	19,0%	9,5%	32	7,8	0,5	
	Italian							4,8%	57,1%	19,0%	19,0%		22	8,5	0,4	
	Dutch							2,2%	9,7%	20,9%	44,8%	15,7%	6,7%	75	7,8	0,3
	Other	0,2%	0,2%	0,5%	0,6%	0,2%	2,9%	3,4%	14,6%	22,0%	26,0%	29,3%	524	8,4	0,1	
Market area	Scandinavia	1,0%	0,8%	0,1%	0,8%	0,6%	4,8%	6,0%	12,4%	24,7%	22,6%	26,3%	546	8,2	0,2	
	Britain			0,2%	0,5%	0,4%	2,6%	4,9%	10,8%	22,3%	27,6%	30,6%	574	8,5	0,1	
	Central/South-Europe			0,3%	0,3%	0,3%	2,9%	4,8%	15,4%	29,6%	23,7%	22,6%	450	8,3	0,1	
	North America						1,6%	2,8%	6,6%	14,9%	28,6%	45,5%	373	9,0	0,1	
	Other	0,7%	0,7%		0,7%		2,8%	1,4%	15,1%	20,9%	24,5%	33,2%	179	8,5	0,2	
Type of trip	Package tour				0,6%	0,5%	3,7%	4,6%	9,7%	23,1%	27,7%	30,1%	381	8,5	0,1	
	Individually arranged	0,3%	0,3%	0,2%	0,5%	0,2%	2,9%	4,2%	12,4%	23,4%	25,2%	30,4%	1416	8,5	0,1	
	Mix of both	0,6%	0,4%	0,3%	0,4%	0,6%	3,3%	5,4%	11,0%	20,9%	23,5%	33,7%	317	8,5	0,2	
Purpose of visit	Vacation/holiday	0,2%	0,1%	0,2%	0,4%	0,4%	2,7%	4,1%	11,4%	23,2%	25,7%	31,7%	1767	8,5	0,1	
	Conference/meeting	1,7%	1,2%	0,4%	0,8%		2,9%	7,3%	14,5%	23,9%	24,6%	22,7%	215	8,0	0,3	
	Study/research		2,8%	0,7%			6,9%	6,7%	14,8%	26,1%	21,2%	20,8%	93	7,9	0,4	
	Visiting friends/relatives	1,7%	1,3%				5,4%	3,5%	4,7%	11,4%	29,8%	42,3%	107	8,6	0,4	
	Business/Employment						4,2%	3,5%	11,0%	24,0%	24,4%	32,9%	95	8,6	0,3	
	Event in Iceland		1,0%	0,6%	0,9%		3,0%	5,1%	16,1%	15,3%	27,5%	30,4%	136	8,4	0,3	
	Other		0,9%		1,2%		5,3%	4,3%	9,2%	24,3%	22,5%	32,2%	149	8,4	0,3	

*Individuals asked: Everyone

**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[BE06] How often did you eat at a restaurant (excluding fast food outlets)?

Answers	Count	Pct. %	Conf. lim +/-
Never	93	4,3%	0,9%
1-2 times	375	17,5%	1,6%
3-4 times	735	34,3%	2,0%
5-7 times	560	26,1%	1,9%
8-10 times	216	10,1%	1,3%
More than 10 times	166	7,7%	1,1%
Number of answers	2146	100,0%	
Responded	2146	98,4%	
Did not respond**	35	1,6%	
Number of respondents	2181	100,0%	
Asked*	2181	100,0%	
Not asked	0	0,0%	
Number of participants	2181	100,0%	



		Never	1-2 times	3-4 times	5-7 times	8-10 times	More than 10 times	Number of answers
Total	Total	4,3%	17,5%	34,3%	26,1%	10,1%	7,7%	2146
Gender	Male	4,7%	16,5%	32,0%	27,9%	10,0%	8,9%	980
	Female	4,0%	18,4%	36,1%	24,6%	10,1%	6,7%	1165
Age	24 years and younger	10,5%	22,7%	25,8%	22,7%	11,4%	6,7%	209
	25-34 years	3,8%	18,2%	34,4%	25,6%	9,6%	8,4%	729
	35-44 years	3,6%	18,9%	32,3%	23,9%	14,1%	7,2%	404
	45-54 years	3,4%	14,7%	36,7%	31,9%	8,4%	5,0%	367
	55 years and older	3,7%	14,9%	37,9%	25,8%	8,0%	9,8%	438
Profession	Managerial	1,8%	23,1%	30,5%	27,3%	11,2%	6,0%	321
	Professional	3,0%	15,9%	33,1%	27,9%	10,0%	10,1%	723
	Specialized staff	2,0%	16,6%	41,5%	22,8%	10,2%	6,8%	277
	Clerical/Service	6,4%	20,5%	34,9%	27,7%	8,4%	2,1%	127
	Student	11,7%	22,4%	29,2%	23,4%	8,0%	5,3%	224
	Retired/Homemaker	5,4%	12,5%	36,5%	29,5%	8,0%	8,1%	174
	Other	3,9%	13,2%	38,7%	24,3%	11,4%	8,5%	269
Househ. income	Low	9,5%	23,0%	24,7%	30,8%	10,9%	1,0%	54
	Low average	4,6%	20,5%	33,6%	24,3%	8,2%	8,7%	178
	Average	4,3%	18,5%	35,4%	24,6%	10,3%	6,9%	840
	High average	3,8%	15,9%	34,4%	28,4%	9,8%	7,6%	804
	High	1,0%	16,0%	31,2%	27,7%	10,9%	13,2%	176
Nationality	American	2,3%	14,6%	23,8%	25,8%	15,0%	18,5%	316
	German	6,5%	21,5%	43,9%	19,6%	4,7%	3,7%	150
	French	6,0%	22,0%	32,0%	29,0%	7,0%	4,0%	104
	Danish	10,6%	20,0%	37,6%	22,4%	5,9%	3,5%	155
	British	2,6%	17,4%	41,9%	25,2%	8,4%	4,5%	435
	Norwegian	2,8%	16,0%	34,9%	32,1%	8,5%	5,7%	194
	Swedish	1,0%	10,0%	37,0%	33,0%	14,0%	5,0%	135
	Spanish	4,8%	14,3%	38,1%	28,6%	14,3%		32
	Italian	27,3%	13,6%	13,6%	18,2%	22,7%	4,5%	23
	Dutch	1,4%	17,4%	36,2%	31,2%	9,4%	4,3%	78
Other	5,0%	19,3%	30,4%	24,8%	10,8%	9,7%	522	
Market area	Scandinavia	4,2%	17,0%	34,5%	29,4%	9,7%	5,2%	565
	Britain	2,4%	16,9%	41,9%	25,6%	9,2%	4,0%	573
	Central/South-Europe	6,8%	19,4%	35,6%	25,0%	8,9%	4,3%	455
	North America	2,2%	15,9%	23,1%	24,5%	15,1%	19,2%	373
	Other	7,9%	19,0%	30,1%	24,5%	6,5%	12,0%	175
Type of trip	Package tour	2,8%	14,8%	42,8%	26,5%	8,5%	4,6%	377
	Individually arranged	5,2%	18,3%	31,9%	25,8%	10,3%	8,4%	1443
	Mix of both	2,2%	16,5%	35,4%	27,1%	10,6%	8,1%	311
Purpose of visit	Vacation/holiday	3,1%	16,4%	34,6%	27,4%	10,3%	8,2%	1776
	Conference/meeting	4,0%	18,7%	34,8%	26,9%	8,8%	6,9%	214
	Study/research	7,6%	22,2%	31,0%	15,9%	14,4%	8,9%	92
	Visiting friends/relatives	14,8%	22,1%	30,8%	19,9%	4,7%	7,7%	142
	Business/Employment	1,3%	18,1%	33,5%	21,8%	10,2%	15,2%	97
	Event in Iceland	5,1%	16,9%	27,0%	27,3%	9,0%	14,7%	140
	Other	9,8%	23,7%	26,8%	24,7%	8,0%	6,9%	148

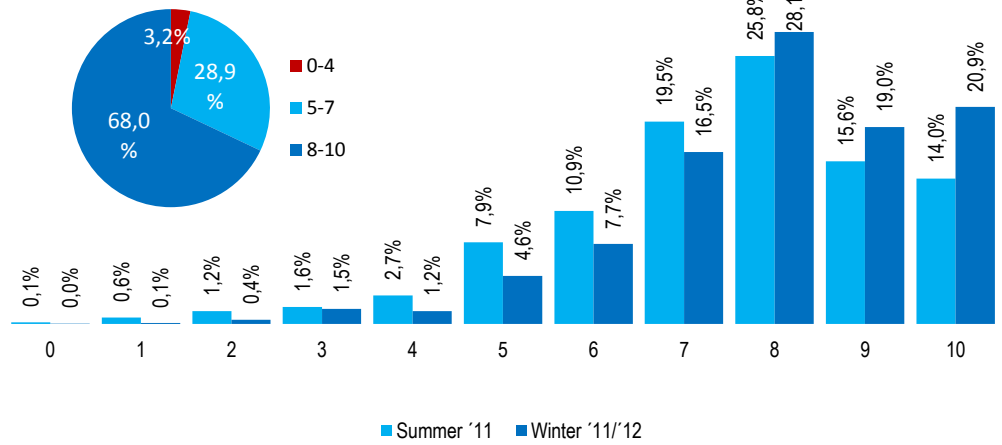
*Individuals asked: Everyone

**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[BE07_r1] Rate restaurants in Iceland -
The choice of restaurants



Answers	Count	Pct. %	Conf. lim +/-
0	1	0,0%	0,1%
1	1	0,1%	0,1%
2	8	0,4%	0,3%
3	29	1,5%	0,5%
4	25	1,2%	0,5%
5	93	4,6%	0,9%
6	155	7,7%	1,2%
7	334	16,5%	1,6%
8	567	28,1%	2,0%
9	383	19,0%	1,7%
10	422	20,9%	1,8%
Number of answers	2018	100,0%	
Responded	2018	98,3%	
Did not respond**	34	1,7%	
Number of respondents	2053	100,0%	
Asked*	2053	94,1%	
Not asked	128	5,9%	
Number of participants	2181	100,0%	



Average	Value
Winter '11/'12	8,0
Summer '11	7,5

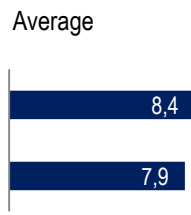
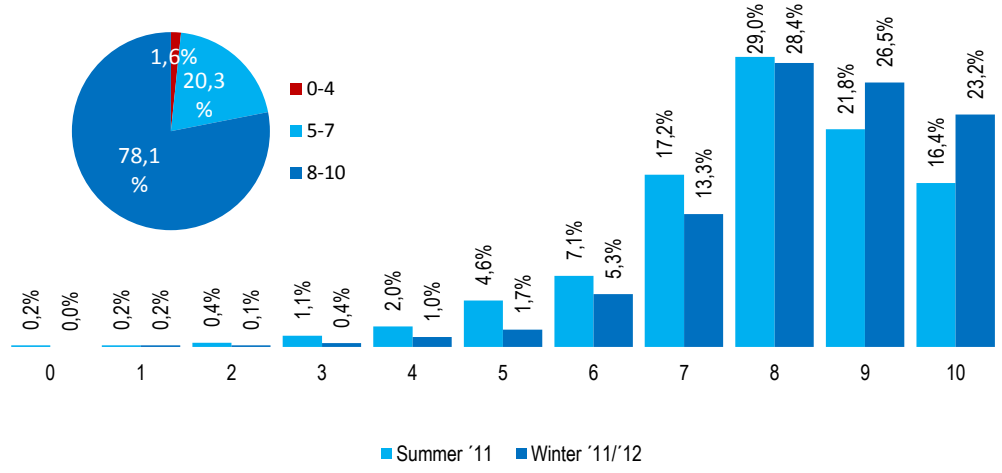
		0	1	2	3	4	5	6	7	8	9	10	Number of answers	Average	Conf. lim +/-	
Total	Total	0,0%	0,1%	0,4%	1,5%	1,2%	4,6%	7,7%	16,5%	28,1%	19,0%	20,9%	2018	8,0	0,1	
Gender	Male	0,1%	0,2%	0,5%	1,0%	1,1%	4,1%	6,2%	18,2%	33,1%	20,1%	15,4%	915	7,9	0,1	
	Female			0,3%	1,8%	1,3%	5,1%	8,9%	15,2%	24,0%	18,0%	25,5%	1103	8,0	0,1	
Age	24 years and younger				1,8%	1,0%	5,1%	8,0%	24,5%	27,3%	14,8%	17,4%	183	7,8	0,2	
	25-34 years			0,7%	1,6%	1,8%	6,3%	8,0%	17,2%	26,1%	17,4%	20,9%	690	7,9	0,1	
	35-44 years		0,4%		1,4%	0,9%	3,6%	9,2%	12,9%	31,8%	17,8%	21,9%	384	8,1	0,2	
	45-54 years	0,2%		0,2%	0,2%	1,9%	0,9%	1,6%	8,5%	16,0%	29,0%	21,4%	20,3%	350	8,1	0,2
	55 years and older		0,6%	0,7%	1,0%	5,0%	4,9%	15,7%	27,7%	22,3%	21,9%	413	8,1	0,2		
Profession	Managerial			0,7%	3,5%	0,7%	2,9%	8,7%	12,1%	30,1%	21,1%	20,2%	308	8,0	0,2	
	Professional	0,1%	0,1%	0,4%	0,9%	0,9%	4,0%	8,4%	15,8%	31,6%	18,9%	18,9%	693	8,0	0,1	
	Specialized staff				1,2%	1,6%	3,1%	10,1%	19,3%	27,8%	16,7%	20,3%	265	8,0	0,2	
	Clerical/Service					0,9%	4,8%	7,4%	23,1%	23,0%	17,5%	23,2%	116	8,1	0,3	
	Student				2,1%	1,0%	8,2%	4,6%	18,3%	30,4%	18,7%	16,6%	194	7,9	0,2	
	Retired/Homemaker			0,9%	0,8%	1,9%	6,4%	4,1%	18,3%	27,2%	16,7%	23,7%	159	8,0	0,3	
	Other		0,3%	0,5%	1,7%	2,3%	6,4%	6,2%	14,6%	19,0%	20,9%	28,1%	257	8,1	0,2	
	Household income	Low		1,6%		2,9%		8,4%	8,6%	8,8%	18,3%	23,9%	27,6%	49	8,0	0,6
Low average					2,3%	1,5%	9,2%	5,2%	18,8%	26,1%	19,2%	17,7%	168	7,8	0,3	
Average				0,3%	1,0%	1,3%	3,4%	8,3%	18,3%	27,0%	19,2%	21,1%	790	8,0	0,1	
High average		0,1%	0,1%	0,6%	1,6%	1,3%	4,1%	6,8%	15,5%	31,1%	17,4%	21,4%	760	8,0	0,1	
High			0,4%	2,1%	1,6%	1,6%	5,3%	10,3%	12,6%	24,9%	22,9%	19,8%	173	7,9	0,3	
Nationality	American		1,2%	2,4%	1,2%	6,0%	5,2%	14,5%	23,3%	18,9%	27,3%	302	8,1	0,2		
	German		1,0%	2,0%		5,1%	8,2%	15,3%	26,5%	21,4%	20,4%	137	8,0	0,3		
	French		1,1%	2,1%	5,3%	5,3%	11,7%	16,0%	28,7%	13,8%	16,0%	98	7,5	0,4		
	Danish			4,1%		8,1%	8,1%	10,8%	32,4%	16,2%	20,3%	135	7,9	0,3		
	British	0,1%	0,1%	0,1%	1,2%	1,7%	3,8%	8,3%	19,3%	27,2%	17,7%	20,3%	417	8,0	0,2	
	Norwegian				1,0%	2,0%	6,0%	15,0%	24,0%	20,0%	32,0%	183	8,5	0,2		
	Swedish				1,0%	4,1%	9,3%	17,5%	28,9%	23,7%	15,5%	131	8,0	0,2		
	Spanish					15,0%	15,0%	15,0%	30,0%	15,0%	10,0%	30	7,5	0,6		
	Italian					6,3%	6,3%	37,5%	25,0%	12,5%	12,5%	17	7,7	0,7		
	Dutch				0,7%	1,5%	2,9%	8,1%	22,1%	44,9%	16,2%	3,7%	76	7,7	0,3	
	Other		0,2%	0,3%	1,3%	0,9%	3,9%	7,4%	16,2%	29,8%	20,2%	19,7%	489	8,0	0,1	
Market area	Scandinavia			1,0%	0,6%	4,4%	6,9%	14,2%	29,1%	21,6%	22,1%	525	8,2	0,1		
	Britain	0,1%	0,1%	0,1%	1,0%	1,5%	4,2%	8,8%	18,4%	28,6%	17,3%	19,8%	553	7,9	0,1	
	Central/South-Europe			0,6%	1,6%	1,8%	4,8%	10,3%	18,2%	30,0%	16,8%	16,0%	424	7,8	0,2	
	North America		0,2%	1,0%	2,2%	1,2%	5,5%	3,8%	16,0%	24,2%	19,8%	25,8%	357	8,1	0,2	
	Other			0,8%	2,4%	0,8%	3,6%	8,0%	14,8%	27,8%	19,2%	22,5%	158	8,0	0,3	
Type of trip	Package tour	0,2%		0,6%	0,9%	1,0%	4,3%	7,5%	16,2%	29,9%	18,9%	20,8%	360	8,0	0,2	
	Individually arranged		0,1%	0,4%	1,6%	1,2%	4,8%	7,5%	16,7%	27,7%	19,5%	20,5%	1346	8,0	0,1	
	Mix of both			0,4%	1,1%	1,7%	4,3%	9,0%	15,9%	27,6%	16,8%	23,2%	300	8,0	0,2	
Purpose of visit	Vacation/holiday	0,0%	0,1%	0,4%	1,1%	1,3%	5,0%	7,9%	16,9%	27,5%	18,2%	21,6%	1698	8,0	0,1	
	Conference/meeting				3,1%	0,9%	1,7%	9,6%	8,4%	34,5%	19,8%	22,0%	198	8,1	0,2	
	Study/research				6,1%	0,7%	8,4%	8,0%	24,9%	27,6%	11,1%	13,1%	83	7,4	0,4	
	Visiting friends/relatives				0,5%	0,7%	4,8%	3,8%	17,8%	29,3%	15,2%	27,9%	117	8,3	0,3	
	Business/Employment					0,6%	2,7%	4,2%	8,1%	41,7%	22,1%	20,5%	96	8,4	0,3	
	Event in Iceland				1,0%	0,8%	6,1%	12,9%	12,4%	28,8%	20,7%	17,3%	130	7,9	0,3	
	Other		0,6%	1,1%	5,2%	0,8%	6,3%	1,8%	14,7%	29,0%	22,8%	17,7%	127	7,8	0,3	

*Individuals asked: Everyone that ate at a restaurant at least once [BE06]
**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[BE07_r2] Rate restaurants in Iceland -
The service at the restaurants



Answers	Count	Pct. %	Conf. lim +/-
0	0	0,0%	0,0%
1	3	0,2%	0,2%
2	3	0,1%	0,2%
3	8	0,4%	0,3%
4	20	1,0%	0,4%
5	35	1,7%	0,6%
6	108	5,3%	1,0%
7	272	13,3%	1,5%
8	581	28,4%	2,0%
9	541	26,5%	1,9%
10	475	23,2%	1,8%
Number of answers	2044	100,0%	
Responded	2044	99,6%	
Did not respond**	8	0,4%	
Number of respondents	2053	100,0%	
Asked*	2053	94,1%	
Not asked	128	5,9%	
Number of participants	2181	100,0%	



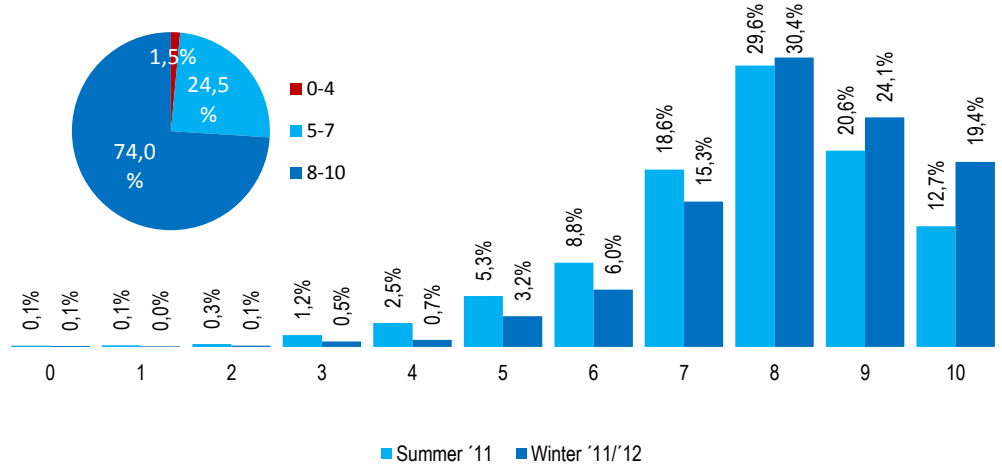
		0	1	2	3	4	5	6	7	8	9	10	Number of answers	Average	Conf. lim +/-
Total	Total	0,2%	0,1%	0,4%	1,0%	1,7%	5,3%	13,3%	28,4%	26,5%	23,2%	2044	8,4	0,1	
Gender	Male	0,1%	0,1%	0,4%	0,7%	1,8%	4,9%	13,2%	32,4%	29,4%	17,1%	929	8,3	0,1	
	Female	0,2%	0,1%	0,4%	1,3%	1,6%	5,6%	13,4%	25,1%	24,0%	28,3%	1116	8,4	0,1	
Age	24 years and younger			0,7%	1,2%	1,7%	5,8%	14,6%	28,8%	19,8%	27,6%	185	8,4	0,2	
	25-34 years	0,1%	0,2%	0,3%	1,0%	2,6%	6,5%	13,1%	28,0%	24,3%	23,9%	699	8,3	0,1	
	35-44 years	0,7%		0,6%	0,6%	2,0%	6,9%	13,7%	29,3%	28,1%	18,0%	388	8,2	0,1	
	45-54 years		0,2%	0,6%	1,3%	0,7%	2,8%	13,4%	28,9%	28,9%	23,3%	354	8,5	0,1	
	55 years and older		0,1%		1,0%	0,9%	3,5%	12,5%	27,5%	29,4%	25,0%	418	8,5	0,1	
Profession	Managerial			0,7%	1,4%	2,5%	5,9%	13,9%	27,9%	30,0%	17,7%	314	8,2	0,2	
	Professional	0,1%	0,4%	0,4%	1,0%	1,1%	5,0%	13,8%	30,5%	26,5%	21,2%	700	8,3	0,1	
	Specialized staff	0,7%			1,8%	1,1%	3,7%	13,4%	31,8%	24,9%	22,6%	269	8,3	0,2	
	Clerical/Service					3,1%	5,4%	10,8%	30,3%	26,8%	23,7%	118	8,4	0,2	
	Student			0,6%	0,4%	1,3%	5,8%	10,7%	34,3%	21,9%	25,0%	197	8,4	0,2	
	Retired/Homemaker			1,8%	2,6%	4,5%	15,0%	19,7%	29,7%	26,6%		163	8,4	0,2	
	Other	0,3%		0,5%		2,5%	7,2%	13,1%	19,3%	25,5%	31,6%	258	8,5	0,2	
Househ. income	Low	1,6%				1,2%	6,1%	7,6%	30,4%	23,3%	29,7%	49	8,5	0,4	
	Low average			0,4%	1,3%	3,8%	4,9%	13,1%	27,4%	24,5%	24,8%	170	8,3	0,2	
	Average	0,3%	0,1%	0,3%	0,7%	1,7%	6,1%	12,2%	27,4%	27,6%	23,5%	801	8,4	0,1	
	High average		0,2%	1,3%	1,7%	4,3%	14,9%	28,5%	27,2%	21,8%		770	8,4	0,1	
	High		1,2%	1,4%	0,8%	5,1%	13,5%	29,4%	24,1%	23,2%		173	8,3	0,2	
Nationality	American			1,2%	1,2%	0,8%	5,6%	10,4%	23,5%	21,9%	35,5%	305	8,6	0,2	
	German					3,0%	8,0%	12,0%	24,0%	26,0%	27,0%	140	8,4	0,2	
	French					3,2%	6,4%	22,3%	25,5%	23,4%	19,1%	98	8,2	0,3	
	Danish				1,3%	3,9%	2,6%	13,2%	32,9%	28,9%	17,1%	139	8,3	0,2	
	British			0,1%	0,9%	1,2%	4,6%	12,1%	28,1%	28,7%	24,4%	420	8,5	0,1	
	Norwegian		1,0%		1,9%	2,9%	1,9%	18,4%	24,3%	23,3%	26,2%	188	8,3	0,2	
	Swedish			2,0%	2,0%	4,0%	11,1%	34,3%	28,3%	18,2%		134	8,3	0,3	
	Spanish							25,0%	25,0%	45,0%	5,0%	30	8,3	0,3	
	Italian						6,3%	37,5%	18,8%	18,8%	18,8%	17	8,1	0,7	
	Dutch		0,7%	1,5%		0,7%		5,1%	16,9%	48,5%	24,3%	2,2%	76	7,8	0,3
	Other	0,2%	0,3%	0,7%	0,8%	1,4%	7,1%	11,3%	29,7%	27,4%	21,1%	495	8,3	0,1	
Market area	Scandinavia	0,3%			1,5%	2,9%	2,8%	14,0%	29,7%	27,5%	21,2%	541	8,3	0,1	
	Britain			0,1%	0,7%	1,4%	5,4%	13,2%	27,2%	29,0%	23,0%	556	8,4	0,1	
	Central/South-Europe	0,1%	0,3%		0,4%	1,6%	7,2%	15,9%	31,9%	24,9%	17,8%	426	8,2	0,1	
	North America	0,2%	0,4%	1,2%	1,4%	0,7%	5,9%	9,8%	23,2%	23,4%	33,6%	360	8,5	0,2	
	Other			1,6%	0,8%	1,6%	6,7%	11,6%	31,1%	24,9%	21,7%	159	8,3	0,2	
Type of trip	Package tour		0,3%	0,5%	1,5%	1,0%	3,8%	15,1%	29,3%	24,0%	24,5%	365	8,4	0,1	
	Individually arranged	0,1%	0,1%	0,4%	0,9%	1,8%	5,4%	13,1%	28,2%	27,5%	22,4%	1362	8,4	0,1	
	Mix of both	0,6%			0,6%	2,4%	6,8%	11,5%	29,1%	24,3%	24,7%	304	8,3	0,2	
Purpose of visit	Vacation/holiday	0,2%	0,1%	0,4%	0,9%	1,6%	5,3%	13,5%	28,4%	25,9%	23,8%	1714	8,4	0,1	
	Conference/meeting				1,5%	1,5%	6,5%	10,2%	30,6%	29,3%	20,4%	205	8,4	0,2	
	Study/research			1,4%	3,0%	1,6%	6,9%	13,6%	24,7%	32,3%	16,3%	86	8,1	0,3	
	Visiting friends/relatives	2,0%			0,7%		5,8%	13,2%	27,6%	23,8%	26,9%	119	8,4	0,3	
	Business/Employment					1,5%	3,4%	5,7%	39,0%	30,3%	20,3%	96	8,5	0,2	
	Event in Iceland				0,9%	5,1%	2,9%	16,3%	28,1%	27,1%	19,5%	133	8,2	0,2	
	Other	0,6%	1,2%			1,0%	5,7%	10,3%	24,6%	30,8%	25,8%	133	8,5	0,3	

*Individuals asked: Everyone that ate at a restaurant at least once [BE06]
**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[BE07_r3] Rate restaurants in Iceland - Restaurants in general



Answers	Count	Pct. %	Conf. lim +/-
0	1	0,1%	0,1%
1	1	0,0%	0,1%
2	2	0,1%	0,2%
3	11	0,5%	0,3%
4	14	0,7%	0,4%
5	63	3,2%	0,8%
6	118	6,0%	1,1%
7	300	15,3%	1,6%
8	598	30,4%	2,0%
9	474	24,1%	1,9%
10	382	19,4%	1,7%
Number of answers	1966	100,0%	
Responded	1966	95,8%	
Did not respond**	86	4,2%	
Number of respondents	2053	100,0%	
Asked*	2053	94,1%	
Not asked	128	5,9%	
Number of participants	2181	100,0%	



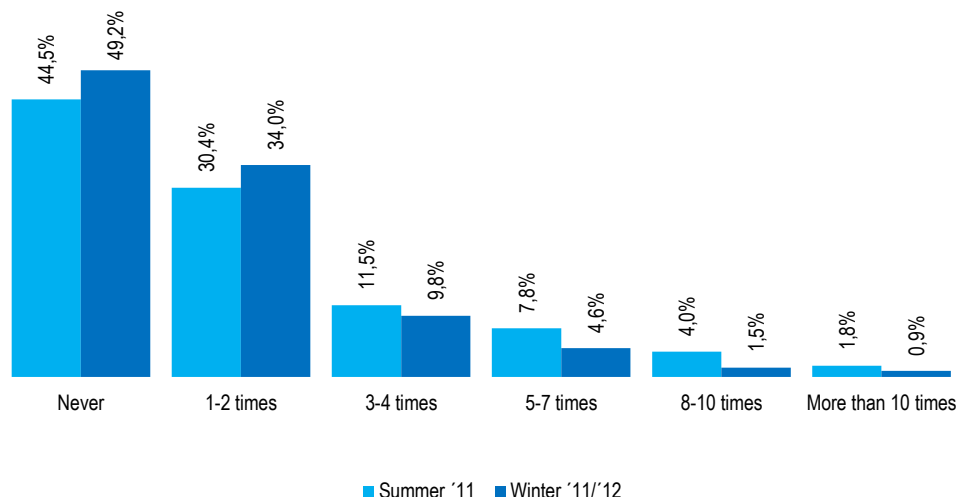
Average	Value
Winter '11/'12	8,2
Summer '11	7,7

		0	1	2	3	4	5	6	7	8	9	10	Number of answers	Average	Conf. lim +/-	
Total	Total	0,1%	0,0%	0,1%	0,5%	0,7%	3,2%	6,0%	15,3%	30,4%	24,1%	19,4%	1966	8,2	0,1	
Gender	Male		0,1%	0,1%	0,5%	0,7%	2,4%	6,3%	15,8%	34,7%	25,1%	14,3%	891	8,1	0,1	
	Female	0,1%		0,1%	0,6%	0,7%	3,8%	5,8%	14,9%	26,9%	23,3%	23,7%	1076	8,3	0,1	
Age	24 years and younger	0,8%				0,7%	4,1%	5,0%	12,4%	37,3%	16,5%	23,2%	185	8,2	0,2	
	25-34 years			0,3%	0,5%	0,9%	4,3%	6,7%	16,2%	27,9%	23,2%	19,9%	676	8,1	0,1	
	35-44 years		0,2%	0,2%	0,8%	0,3%	3,3%	6,9%	14,2%	31,7%	25,9%	16,5%	369	8,1	0,1	
	45-54 years				1,0%	0,3%	2,0%	4,8%	16,3%	31,1%	26,7%	17,8%	346	8,2	0,1	
	55 years and older				0,1%	1,1%	1,9%	5,6%	15,2%	29,6%	25,4%	21,2%	390	8,3	0,1	
Profession	Managerial			0,2%	0,9%	0,7%	3,4%	6,7%	15,0%	30,6%	27,4%	15,1%	307	8,1	0,2	
	Professional				0,5%	0,6%	2,6%	5,5%	16,4%	32,7%	25,2%	16,5%	670	8,2	0,1	
	Specialized staff				0,5%	0,6%	4,0%	5,7%	15,1%	33,4%	21,4%	19,4%	259	8,2	0,2	
	Clerical/Service						3,1%	8,9%	15,4%	29,4%	19,2%	24,0%	113	8,2	0,3	
	Student	0,7%			0,7%	0,7%	2,3%	5,1%	14,1%	35,9%	22,0%	18,4%	192	8,2	0,2	
	Retired/Homemaker					2,0%	4,8%	7,3%	13,4%	21,7%	25,7%	25,0%	153	8,3	0,2	
	Other		0,3%	0,7%	0,3%	0,7%	3,3%	6,0%	15,3%	21,7%	23,4%	28,2%	249	8,3	0,2	
	Household income	Low		1,7%			1,3%	1,3%	6,7%	11,0%	28,5%	21,8%	27,6%	46	8,3	0,5
Low average					1,3%	0,8%	5,5%	5,9%	15,8%	30,6%	21,9%	18,1%	163	8,0	0,2	
Average					0,3%	1,0%	3,0%	5,9%	15,9%	29,1%	23,2%	21,7%	769	8,2	0,1	
High average				0,2%	0,2%	0,5%	3,4%	5,6%	15,2%	31,7%	25,8%	17,3%	745	8,2	0,1	
High			0,4%	2,2%	0,5%	2,3%	7,2%	15,2%	28,7%	24,7%	18,8%		169	8,1	0,2	
Nationality	American			0,4%	0,4%	1,2%	4,0%	4,8%	14,0%	22,4%	22,8%	30,0%	304	8,4	0,2	
	German	1,5%			1,5%	1,5%	4,4%	8,8%	13,2%	26,5%	27,9%	14,7%	95	7,9	0,4	
	French				1,1%	2,2%	4,3%	7,5%	19,4%	33,3%	17,2%	15,1%	96	7,9	0,3	
	Danish						6,8%	4,1%	16,2%	31,1%	28,4%	13,5%	135	8,1	0,2	
	British			0,3%	0,3%	0,6%	2,5%	5,6%	16,2%	29,8%	24,9%	19,9%	414	8,2	0,1	
	Norwegian					1,0%	2,0%	6,0%	14,0%	29,0%	23,0%	25,0%	183	8,4	0,2	
	Swedish						5,3%	6,4%	12,8%	40,4%	21,3%	13,8%	127	8,1	0,2	
	Spanish							15,0%	20,0%	30,0%	20,0%	15,0%	30	8,0	0,5	
	Italian							6,3%	31,3%	31,3%	12,5%	18,8%	17	8,1	0,6	
	Dutch					0,7%	0,7%	1,5%	4,4%	24,4%	49,6%	16,3%	2,2%	76	7,8	0,2
	Other		0,2%		1,1%	0,4%	2,4%	6,5%	13,3%	31,0%	26,7%	18,4%	486	8,2	0,1	
Market area	Scandinavia					0,3%	4,2%	5,4%	13,5%	33,1%	25,2%	18,2%	523	8,2	0,1	
	Britain			0,2%	0,2%	0,4%	2,3%	6,1%	17,8%	28,8%	25,0%	19,2%	550	8,2	0,1	
	Central/South-Europe	0,4%			1,0%	1,4%	2,5%	8,1%	18,2%	33,8%	21,4%	13,2%	377	7,9	0,1	
	North America		0,2%	0,3%	0,6%	1,2%	3,8%	5,0%	12,6%	24,1%	24,2%	27,9%	356	8,3	0,2	
	Other					2,4%		3,2%	5,2%	11,3%	34,4%	23,6%	20,0%	156	8,2	0,2
Type of trip	Package tour			0,2%	0,7%	0,5%	2,3%	6,7%	16,7%	29,5%	26,1%	17,3%	351	8,2	0,1	
	Individually arranged		0,1%	0,1%	0,6%	0,9%	3,5%	5,8%	14,4%	30,8%	24,6%	19,3%	1309	8,2	0,1	
	Mix of both				0,2%	0,2%	3,1%	6,6%	17,3%	30,6%	19,7%	22,3%	293	8,2	0,2	
Purpose of visit	Vacation/holiday		0,0%	0,1%	0,4%	0,6%	3,4%	5,8%	16,1%	30,1%	23,5%	19,8%	1649	8,2	0,1	
	Conference/meeting				0,6%	1,6%	2,2%	8,5%	11,5%	30,3%	27,7%	17,5%	198	8,2	0,2	
	Study/research				4,8%	2,2%	1,7%	8,7%	11,5%	39,4%	16,1%	15,7%	81	7,8	0,4	
	Visiting friends/relatives				0,7%	0,5%	1,7%	3,9%	17,1%	32,5%	18,6%	25,0%	110	8,3	0,3	
	Business/Employment					0,6%	1,5%	0,9%	11,2%	40,1%	27,1%	18,6%	93	8,4	0,2	
	Event in Iceland					1,0%	6,7%	6,5%	14,0%	31,2%	21,1%	19,5%	127	8,1	0,3	
	Other		1,1%	0,6%	0,5%		1,6%	3,4%	3,7%	12,1%	30,5%	27,1%	19,4%	126	8,1	0,3

*Individuals asked: Everyone that ate at a restaurant at least once [BE06]
 **Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[BE08] How often did you eat at a fast food outlet during your trip to Iceland?

Answers	Count	Pct. %	Conf. lim +/-
Never	1049	49,2%	2,1%
1-2 times	725	34,0%	2,0%
3-4 times	209	9,8%	1,3%
5-7 times	98	4,6%	0,9%
8-10 times	31	1,5%	0,5%
More than 10 times	20	0,9%	0,4%
Number of answers	2132	100,0%	
Responded	2132	97,8%	
Did not respond**	49	2,2%	
Number of respondents	2181	100,0%	
Asked*	2181	100,0%	
Not asked	0	0,0%	
Number of participants	2181	100,0%	



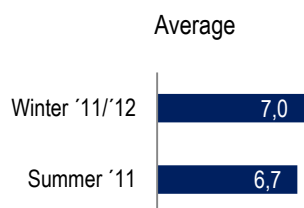
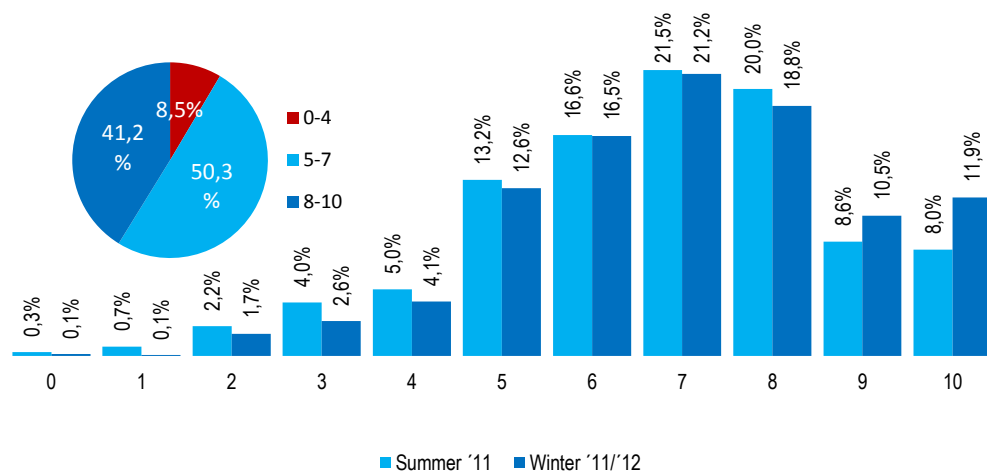
		Never	1-2 times	3-4 times	5-7 times	8-10 times	More than 10 times	Number of answers
Total	Total	49,2%	34,0%	9,8%	4,6%	1,5%	0,9%	2132
Gender	Male	47,8%	33,8%	10,4%	4,2%	2,3%	1,4%	978
	Female	50,4%	34,1%	9,3%	5,0%	0,7%	0,5%	1155
Age	24 years and younger	36,6%	37,1%	11,8%	8,6%	2,7%	3,1%	208
	25-34 years	41,7%	37,4%	13,3%	4,2%	2,1%	1,3%	728
	35-44 years	50,4%	33,9%	8,7%	5,7%	0,9%	0,5%	403
	45-54 years	57,8%	29,1%	6,7%	5,1%	1,4%		365
	55 years and older	59,7%	31,1%	6,6%	1,9%	0,3%	0,5%	428
Profession	Managerial	52,6%	34,9%	7,7%	3,1%	0,9%	0,8%	321
	Professional	47,9%	34,9%	10,9%	3,7%	1,8%	0,8%	721
	Specialized staff	50,4%	32,3%	11,3%	4,0%	1,9%		268
	Clerical/Service	56,2%	28,7%	8,8%	6,3%			126
	Student	39,8%	36,4%	9,4%	9,7%	1,6%	3,1%	226
	Retired/Homemaker	63,5%	26,0%	5,2%	3,1%	0,3%	1,9%	174
	Other	42,9%	38,0%	10,8%	5,8%	2,1%	0,5%	265
Househ. income	Low	32,1%	36,4%	21,4%	6,3%	2,6%	1,2%	54
	Low average	45,3%	36,1%	9,5%	5,2%	1,4%	2,6%	178
	Average	47,6%	35,4%	10,3%	4,1%	1,5%	1,2%	833
	High average	53,7%	31,3%	8,5%	4,8%	1,2%	0,4%	798
	High	45,8%	35,8%	10,8%	4,6%	1,8%	1,1%	178
Nationality	American	53,2%	33,1%	5,3%	4,9%	1,9%	1,5%	319
	German	41,9%	30,5%	17,1%	9,5%		1,0%	147
	French	38,0%	32,0%	17,0%	10,0%	1,0%	2,0%	104
	Danish	62,7%	30,1%	4,8%	2,4%			152
	British	55,8%	33,4%	7,1%	2,5%	1,0%	0,1%	433
	Norwegian	56,6%	36,8%	4,7%	1,9%			194
	Swedish	42,4%	48,5%	6,1%	2,0%	1,0%		134
	Spanish	42,9%	38,1%	4,8%	4,8%	9,5%		32
	Italian	50,0%	31,8%	13,6%		4,5%		23
	Dutch	50,0%	37,0%	9,4%	2,2%	0,7%	0,7%	78
Other	41,0%	31,8%	15,9%	6,6%	2,7%	2,0%	515	
Market area	Scandinavia	51,8%	39,0%	6,1%	2,4%	0,6%	0,1%	560
	Britain	55,5%	32,5%	8,5%	2,6%	0,9%	0,1%	572
	Central/South-Europe	39,7%	33,5%	15,9%	8,0%	2,1%	0,9%	449
	North America	52,4%	31,2%	7,1%	5,5%	1,9%	1,9%	375
	Other	38,6%	29,9%	16,1%	7,3%	3,7%	4,4%	171
Type of trip	Package tour	53,1%	36,5%	7,0%	2,9%	0,5%		375
	Individually arranged	48,7%	32,9%	10,3%	5,3%	1,8%	1,1%	1430
	Mix of both	47,2%	36,8%	11,0%	2,4%	1,4%	1,2%	312
Purpose of visit	Vacation/holiday	47,7%	34,7%	10,7%	4,8%	1,3%	0,8%	1765
	Conference/meeting	54,5%	38,9%	3,2%	3,0%	0,4%		212
	Study/research	49,9%	30,0%	6,5%	6,0%	1,4%	6,2%	92
	Visiting friends/relatives	48,1%	30,9%	12,0%	7,5%	1,4%		141
	Business/Employment	57,6%	25,0%	8,7%	4,6%	4,0%		96
	Event in Iceland	34,3%	38,8%	14,3%	8,1%	4,4%		141
	Other	46,4%	34,5%	8,0%	6,5%	2,5%	2,2%	150

*Individuals asked: Everyone

**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[BE09_r1] Rate fast food outlets in Iceland -
Choice of fast food outlets

Answers	Count	Pct. %	Conflim +/-
0	1	0,1%	0,2%
1	1	0,1%	0,2%
2	17	1,7%	0,8%
3	26	2,6%	1,0%
4	41	4,1%	1,2%
5	126	12,6%	2,1%
6	166	16,5%	2,3%
7	212	21,2%	2,5%
8	188	18,8%	2,4%
9	106	10,5%	1,9%
10	119	11,9%	2,0%
Number of answers	1003	100,0%	
Responded	1003	92,6%	
Did not respond**	80	7,4%	
Number of respondents	1083	100,0%	
Asked*	1083	49,7%	
Not asked	1098	50,3%	
Number of participants	2181	100,0%	

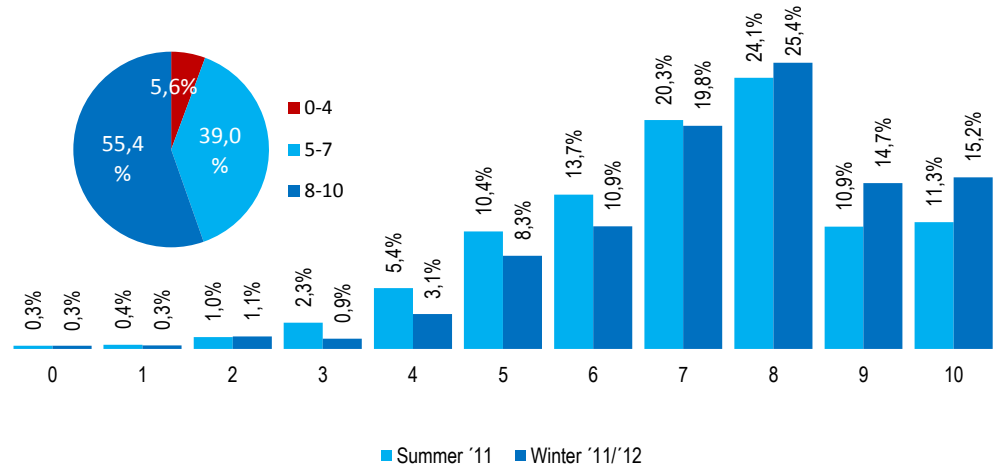


		0	1	2	3	4	5	6	7	8	9	10	Number of answers	Average	Conflim +/-	
Total	Total	0,1%	0,1%	1,7%	2,6%	4,1%	12,6%	16,5%	21,2%	18,8%	10,5%	11,9%	1003	7,0	0,1	
Gender	Male	0,3%		1,7%	2,8%	5,2%	14,6%	17,9%	22,9%	16,9%	7,9%	9,9%	479	6,8	0,2	
	Female		0,1%	1,6%	2,5%	3,1%	10,7%	15,3%	19,6%	20,4%	13,0%	13,8%	525	7,2	0,2	
Age	24 years and younger			1,6%	3,4%	6,0%	7,7%	16,4%	15,5%	18,8%	10,6%	20,1%	120	7,3	0,4	
	25-34 years		0,3%		1,8%	2,3%	5,5%	14,8%	17,6%	19,7%	14,3%	11,3%	400	6,9	0,2	
	35-44 years			1,8%	3,3%	0,4%	12,3%	17,2%	23,7%	24,6%	8,3%	8,3%	184	7,0	0,3	
	45-54 years			0,4%	0,4%	2,1%	3,0%	10,8%	17,7%	20,9%	22,2%	12,4%	10,1%	145	7,2	0,3
	55 years and older			2,5%	2,5%	4,4%	12,7%	11,9%	26,6%	20,2%	9,5%	9,8%	153	7,0	0,3	
Profession	Managerial			3,9%	1,3%	5,7%	7,8%	18,8%	25,8%	19,5%	7,9%	9,2%	146	6,9	0,3	
	Professional		0,4%	0,2%	2,1%	2,3%	3,5%	13,8%	16,0%	24,0%	20,4%	9,1%	8,2%	336	6,9	0,2
	Specialized staff				4,9%	3,6%		9,9%	18,4%	19,0%	19,3%	15,4%	9,6%	124	7,1	0,3
	Clerical/Service				4,1%			27,1%	9,8%	17,6%	18,8%	11,9%	10,7%	51	6,9	0,5
	Student			0,4%	1,9%	6,4%	11,8%	14,5%	16,8%	16,3%	13,5%	18,4%	130	7,3	0,3	
	Retired/Homemaker			5,7%	2,2%	4,3%	10,1%	10,8%	24,8%	20,0%	13,0%	9,2%	56	6,9	0,6	
	Other				2,9%	2,9%	14,8%	18,7%	15,6%	15,1%	9,4%	20,6%	146	7,3	0,3	
Househ. income	Low			3,7%	5,3%	6,4%	7,1%	5,6%	10,6%	16,6%	16,1%	28,6%	34	7,6	0,8	
	Low average			1,3%		4,7%	17,2%	14,7%	17,5%	17,6%	10,8%	16,3%	96	7,2	0,4	
	Average		0,3%	0,1%	2,6%	2,6%	2,4%	13,6%	17,1%	19,1%	17,1%	13,0%	12,1%	404	7,0	0,2
	High average			1,1%	3,3%	4,8%	11,6%	18,5%	22,3%	21,1%	8,9%	8,3%	334	6,9	0,2	
	High			1,4%	4,7%		12,3%	16,7%	27,0%	20,5%	3,3%	14,1%	92	7,1	0,4	
Nationality	American			1,8%	2,7%	6,4%	7,3%	14,5%	16,4%	16,4%	19,1%	15,5%	134	7,3	0,3	
	German				1,7%	5,1%	6,8%	18,6%	23,7%	16,9%	10,2%	16,9%	83	7,3	0,4	
	French			1,7%	8,3%	3,3%	10,0%	15,0%	21,7%	15,0%	15,0%	10,0%	62	6,9	0,5	
	Danish				3,3%	3,3%	26,7%	16,7%	16,7%	16,7%	3,3%	13,3%	55	6,7	0,5	
	British		0,3%	0,7%	2,4%	5,5%	17,9%	14,5%	22,8%	19,7%	7,9%	8,3%	176	6,8	0,3	
	Norwegian			2,6%		5,3%	18,4%	26,3%	10,5%	23,7%	5,3%	7,9%	69	6,7	0,4	
	Swedish			4,0%	4,0%		12,0%	18,0%	30,0%	18,0%	8,0%	6,0%	68	6,7	0,4	
	Spanish				8,3%		8,3%	33,3%	25,0%	8,3%	16,7%		18	6,6	0,8	
	Italian			9,1%	9,1%			27,3%	18,2%	27,3%		9,1%	11	6,5	1,5	
	Dutch			1,5%	1,5%	1,5%	4,5%	19,4%	41,8%	25,4%	3,0%	1,5%	38	6,9	0,4	
	Other		0,4%	2,0%	1,4%	3,2%	12,0%	13,9%	20,3%	19,7%	11,6%	15,4%	288	7,2	0,2	
Market area	Scandinavia			1,9%	1,9%	2,3%	16,5%	19,2%	18,3%	20,8%	8,5%	10,5%	240	6,9	0,2	
	Britain		0,3%	1,6%	2,3%	5,6%	14,5%	17,6%	22,8%	18,5%	7,4%	9,3%	239	6,8	0,2	
	Central/South-Europe			1,5%	4,1%	4,9%	9,1%	15,9%	24,6%	17,8%	10,9%	11,2%	258	7,0	0,2	
	North America			2,0%	2,7%	5,7%	9,1%	14,0%	15,6%	18,7%	17,4%	14,9%	162	7,3	0,3	
	Other		1,2%	1,2%	1,2%		13,7%	12,4%	24,9%	18,0%	9,9%	17,4%	101	7,3	0,4	
Type of trip	Package tour				1,1%	5,0%	9,7%	16,3%	21,6%	22,1%	14,8%	9,4%	161	7,2	0,3	
	Individually arranged		0,2%	0,1%	2,0%	2,4%	3,7%	12,9%	16,2%	21,8%	18,6%	9,3%	13,0%	682	7,0	0,1
	Mix of both			2,1%	5,1%	5,2%	13,7%	18,7%	19,0%	17,3%	11,2%	7,6%	152	6,7	0,3	
Purpose of visit	Vacation/holiday		0,1%	0,1%	1,6%	2,6%	4,6%	11,5%	16,4%	21,0%	19,3%	10,6%	12,3%	861	7,0	0,1
	Conference/meeting			2,2%	6,3%	3,1%	14,3%	16,6%	26,0%	17,5%	6,1%	8,0%	84	6,6	0,4	
	Study/research				8,5%	1,3%	11,6%	28,7%	26,0%	16,2%	2,3%	5,3%	45	6,5	0,5	
	Visiting friends/relatives			0,8%	1,8%		7,9%	9,5%	18,7%	13,8%	20,4%	27,0%	68	8,0	0,4	
	Business/Employment				2,1%		18,9%	20,7%	7,8%	13,3%	14,7%	22,6%	39	7,4	0,6	
	Event in Iceland			1,6%	3,5%	3,9%	6,1%	15,5%	17,4%	19,8%	13,7%	18,5%	83	7,4	0,4	
	Other			3,1%	2,8%	1,7%	17,7%	9,3%	20,6%	25,9%	10,4%	8,5%	72	7,0	0,5	

*Individuals asked: Everyone that ate at a fast food outlet at least once [BE08]
**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[BE09_r2] Rate fast food outlets in Iceland -
Service at the fast food outlets

Answers	Count	Pct. %	Conf.lim +/-
0	3	0,3%	0,3%
1	3	0,3%	0,3%
2	11	1,1%	0,6%
3	10	0,9%	0,6%
4	32	3,1%	1,0%
5	87	8,3%	1,7%
6	114	10,9%	1,9%
7	207	19,8%	2,4%
8	266	25,4%	2,6%
9	154	14,7%	2,1%
10	159	15,2%	2,2%
Number of answers	1046	100,0%	
Responded	1046	96,6%	
Did not respond**	37	3,4%	
Number of respondents	1083	100,0%	
Asked*	1083	49,7%	
Not asked	1098	50,3%	
Number of participants	2181	100,0%	



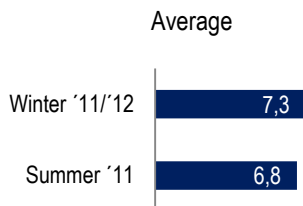
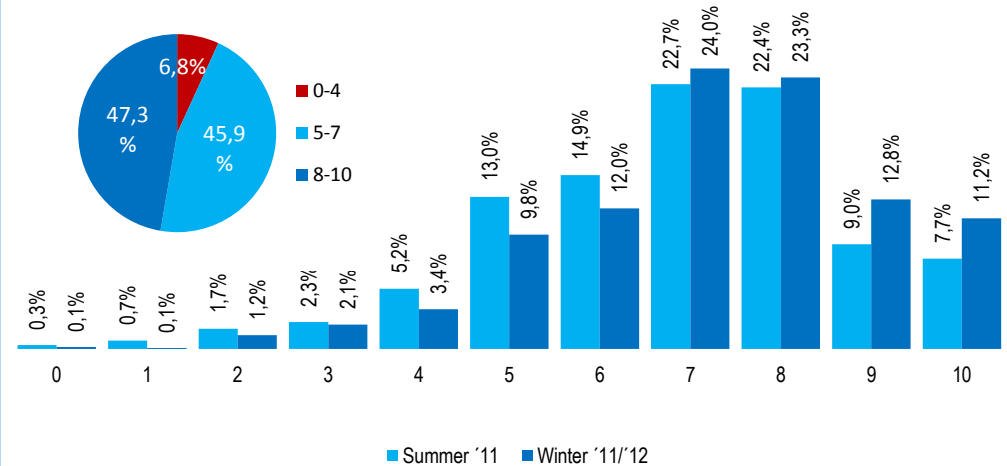
Average	Value
Winter '11/12	7,5
Summer '11	7,1

		0	1	2	3	4	5	6	7	8	9	10	Number of answers	Average	Conf.lim +/-	
Total	Total	0,3%	0,3%	1,1%	0,9%	3,1%	8,3%	10,9%	19,8%	25,4%	14,7%	15,2%	1046	7,5	0,1	
Gender	Male	0,3%	0,3%	1,4%	1,7%	3,4%	9,2%	11,0%	22,2%	25,2%	13,5%	11,9%	497	7,3	0,2	
	Female	0,2%	0,3%	0,8%	0,2%	2,8%	7,5%	10,8%	17,7%	25,6%	15,8%	18,3%	550	7,7	0,1	
Age	24 years and younger	1,0%	1,0%			4,8%	3,9%	11,8%	16,8%	23,3%	17,1%	20,3%	129	7,7	0,3	
	25-34 years	0,1%	0,1%	1,6%	0,7%	3,1%	9,5%	10,7%	19,3%	23,8%	13,4%	17,8%	415	7,5	0,2	
	35-44 years	0,4%			2,0%	2,1%	9,0%	11,5%	23,6%	26,5%	11,9%	13,1%	191	7,4	0,2	
	45-54 years		0,8%	1,6%		2,2%	7,3%	12,8%	19,8%	26,1%	18,3%	11,2%	149	7,5	0,3	
	55 years and older			1,5%	1,6%	3,8%	8,7%	8,2%	19,2%	29,5%	16,4%	11,0%	163	7,4	0,3	
Profession	Managerial			3,1%	0,9%	3,9%	10,5%	9,0%	24,0%	23,5%	14,3%	10,7%	151	7,2	0,3	
	Professional	0,2%	0,2%	0,9%	0,5%	2,1%	7,1%	11,8%	20,9%	30,7%	13,7%	12,0%	356	7,5	0,2	
	Specialized staff	1,1%	1,0%	1,4%	1,7%	2,4%	5,9%	9,7%	21,0%	21,7%	19,8%	14,3%	127	7,5	0,4	
	Clerical/Service					4,9%	12,5%	15,2%	16,3%	23,8%	16,3%	11,0%	53	7,3	0,5	
	Student		0,9%		1,1%	4,6%	5,1%	11,1%	15,6%	27,3%	13,2%	21,0%	132	7,7	0,3	
	Retired/Homemaker			3,0%		4,0%	10,2%	7,9%	17,8%	28,2%	17,3%	11,7%	61	7,4	0,5	
	Other	0,5%			1,7%	2,6%	12,1%	11,0%	17,1%	15,8%	12,9%	26,3%	152	7,7	0,3	
Househ. income	Low	2,1%		3,4%		4,5%	5,0%	5,9%	14,0%	16,3%	18,4%	30,4%	37	7,8	0,8	
	Low average			1,4%	1,4%	3,4%	15,8%	8,2%	14,0%	26,3%	14,4%	15,1%	97	7,4	0,4	
	Average		0,3%	0,8%	0,9%	3,6%	8,4%	10,9%	18,6%	25,1%	15,5%	15,9%	423	7,6	0,2	
	High average	0,6%	0,2%	1,5%	0,9%	2,5%	7,3%	11,8%	21,9%	27,4%	14,0%	11,9%	352	7,4	0,2	
	High		1,3%			1,4%	8,8%	10,5%	21,7%	25,4%	12,0%	18,9%	93	7,7	0,4	
Nationality	American				0,9%	1,7%	3,4%	5,1%	13,7%	25,6%	19,7%	29,9%	142	8,3	0,3	
	German			1,7%	3,3%	3,3%	6,7%	11,7%	18,3%	23,3%	16,7%	15,0%	84	7,5	0,4	
	French			1,6%	1,6%	4,8%	11,3%	14,5%	21,0%	21,0%	16,1%	8,1%	64	7,1	0,5	
	Danish					3,2%	19,4%	9,7%	19,4%	38,7%	6,5%	3,2%	57	7,0	0,4	
	British	0,3%	0,3%	0,6%	1,0%	4,2%	7,1%	9,9%	19,6%	28,5%	14,7%	13,8%	189	7,5	0,3	
	Norwegian			7,3%		4,9%	12,2%	19,5%	9,8%	26,8%	7,3%	12,2%	75	6,8	0,5	
	Swedish	1,9%				3,8%	19,2%	9,6%	21,2%	21,2%	11,5%	11,5%	70	7,1	0,5	
	Spanish						9,1%		27,3%	9,1%	27,3%	9,1%	11	6,9	1,6	
	Dutch				1,5%			1,5%	11,9%	46,3%	26,9%	9,0%	3,0%	38	7,3	0,4
	Other	0,3%	0,8%	0,4%	0,7%	1,9%	6,7%	10,5%	21,7%	23,6%	16,4%	17,1%	297	7,7	0,2	
	Market area	Scandinavia	0,5%		2,2%		3,5%	13,8%	13,1%	16,0%	28,8%	10,5%	11,5%	250	7,2	0,2
Britain		0,2%	0,2%	1,0%	1,2%	4,6%	6,0%	10,2%	21,5%	27,5%	14,9%	12,6%	253	7,5	0,2	
Central/South-Europe				1,3%	2,0%	3,2%	6,7%	14,4%	24,5%	23,0%	13,8%	11,1%	265	7,3	0,2	
North America		0,5%			0,7%	1,9%	5,3%	5,6%	14,2%	24,7%	20,0%	27,0%	171	8,2	0,3	
Other			2,4%				8,4%	7,2%	22,9%	20,5%	17,4%	21,1%	104	7,8	0,4	
Type of trip	Package tour				0,3%	3,2%	6,9%	13,2%	15,3%	29,5%	15,3%	16,3%	173	7,7	0,2	
	Individually arranged	0,4%	0,4%	1,2%	0,7%	3,0%	9,0%	9,1%	21,6%	24,7%	14,3%	15,5%	704	7,5	0,1	
	Mix of both			1,9%	2,4%	3,4%	7,1%	16,4%	16,6%	25,4%	16,0%	10,9%	161	7,3	0,3	
Purpose of visit	Vacation/holiday	0,3%	0,2%	1,0%	1,0%	3,5%	7,0%	11,3%	19,3%	26,0%	14,8%	15,6%	892	7,5	0,1	
	Conference/meeting		1,4%	2,0%	2,3%	1,5%	10,0%	11,9%	24,9%	25,4%	11,7%	9,1%	91	7,1	0,4	
	Study/research		2,7%		3,0%	4,9%	12,8%	6,2%	18,2%	30,0%	11,7%	10,5%	46	7,1	0,6	
	Visiting friends/relatives						7,8%	11,9%	14,6%	24,1%	19,8%	21,7%	69	8,0	0,4	
	Business/Employment				2,0%	1,5%	11,4%	10,7%	18,7%	19,0%	16,0%	20,7%	41	7,7	0,6	
	Event in Iceland		2,1%		2,1%	2,6%	11,7%	10,2%	18,7%	17,6%	18,6%	16,4%	89	7,4	0,4	
	Other	1,0%		1,3%			13,0%	6,9%	14,5%	27,4%	18,0%	17,9%	78	7,7	0,4	

*Individuals asked: Everyone that ate at a fast food outlet at least once [BE08]
**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[BE09_r3] Rate fast food outlets in Iceland -
Fast food outlets in general

Answers	Count	Pct. %	Conf.lim +/-
0	1	0,1%	0,2%
1	1	0,1%	0,2%
2	12	1,2%	0,7%
3	21	2,1%	0,9%
4	34	3,4%	1,1%
5	98	9,8%	1,8%
6	121	12,0%	2,0%
7	242	24,0%	2,6%
8	234	23,3%	2,6%
9	129	12,8%	2,1%
10	113	11,2%	1,9%
Number of answers	1006	100,0%	
Responded	1006	92,9%	
Did not respond**	77	7,1%	
Number of respondents	1083	100,0%	
Asked*	1083	49,7%	
Not asked	1098	50,3%	
Number of participants	2181	100,0%	

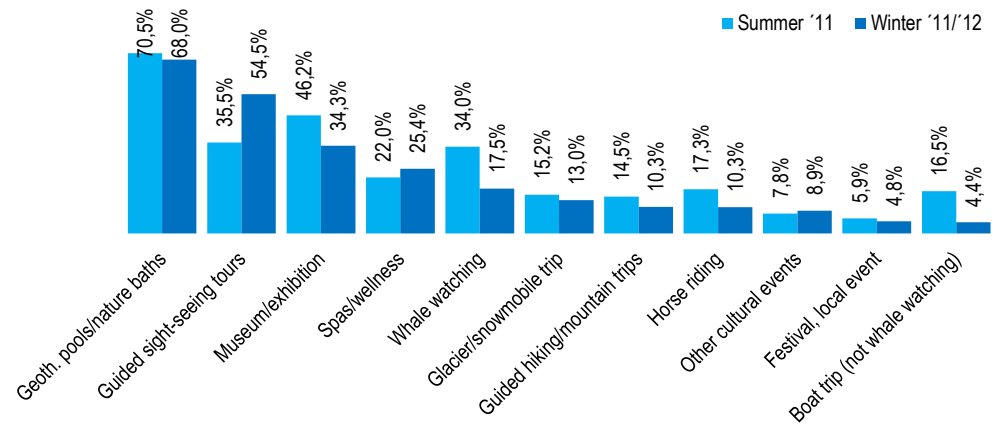


		0	1	2	3	4	5	6	7	8	9	10	Number of answers	Average	Conf.lim +/-	
Total	Total	0,1%	0,1%	1,2%	2,1%	3,4%	9,8%	12,0%	24,0%	23,3%	12,8%	11,2%	1006	7,3	0,1	
Gender	Male	0,3%	0,2%	1,1%	2,3%	3,7%	11,5%	13,4%	25,9%	22,4%	11,1%	8,2%	481	7,0	0,2	
	Female			1,2%	1,8%	3,1%	8,2%	10,8%	22,4%	24,1%	14,4%	13,9%	525	7,4	0,2	
Age	24 years and younger				4,5%	2,0%	5,2%	10,2%	16,6%	26,7%	17,6%	17,2%	125	7,7	0,3	
	25-34 years	0,2%		1,2%	1,9%	4,3%	10,3%	12,7%	23,5%	20,4%	13,2%	12,5%	403	7,2	0,2	
	35-44 years	0,4%	0,4%	0,4%	1,0%	3,4%	12,1%	11,4%	28,2%	22,9%	10,0%	9,7%	185	7,1	0,3	
	45-54 years			2,6%	0,4%	2,4%	9,4%	12,9%	25,1%	25,6%	13,0%	8,7%	144	7,2	0,3	
	55 years and older			1,6%	3,5%	3,1%	9,7%	11,8%	25,5%	26,6%	11,1%	7,1%	149	7,1	0,3	
Profession	Managerial	0,6%		3,2%	1,3%	5,8%	11,3%	7,5%	32,7%	19,2%	12,5%	5,9%	146	6,9	0,3	
	Professional	0,2%		0,6%	2,0%	2,5%	9,9%	12,8%	25,2%	26,5%	11,3%	9,0%	343	7,2	0,2	
	Specialized staff			2,5%	2,0%	5,9%	3,0%	13,9%	27,9%	20,8%	13,4%	10,6%	125	7,2	0,3	
	Clerical/Service				1,5%	1,2%	16,1%	14,1%	16,5%	27,0%	10,6%	12,9%	52	7,3	0,5	
	Student				3,3%	1,4%	6,2%	12,7%	19,2%	24,5%	17,8%	14,9%	130	7,6	0,3	
	Retired/Homemaker				3,5%	3,8%	3,2%	10,8%	4,6%	24,7%	30,0%	13,6%	5,9%	52	7,1	0,5
	Other		0,5%		1,7%	3,9%	14,8%	13,4%	14,9%	17,8%	12,8%	19,9%	146	7,4	0,3	
Househ. income	Low		2,3%	3,7%	3,0%		9,4%	8,0%	14,0%	14,6%	19,9%	24,9%	34	7,6	0,8	
	Low average			1,4%	3,3%	4,0%	14,4%	10,1%	12,6%	26,3%	14,5%	13,3%	97	7,2	0,4	
	Average	0,2%		0,9%	2,0%	5,1%	8,3%	11,6%	22,9%	23,7%	14,0%	11,2%	406	7,3	0,2	
	High average	0,2%		1,3%	2,4%	2,6%	8,7%	13,0%	27,0%	25,1%	10,9%	8,8%	339	7,2	0,2	
	High			1,4%			17,6%	13,2%	29,8%	16,1%	10,5%	11,4%	89	7,2	0,4	
Nationality	American				1,8%	2,6%	5,3%	7,9%	26,3%	17,5%	18,4%	20,2%	138	7,8	0,3	
	German				1,8%	1,8%	3,6%	10,7%	10,7%	17,9%	26,8%	12,5%	14,3%	78	7,4	0,4
	French				1,6%	3,3%	6,6%	11,5%	11,5%	24,6%	19,7%	16,4%	4,9%	63	6,9	0,5
	Danish				3,4%	3,4%	20,7%	13,8%	24,1%	20,7%	10,3%	3,4%	53	6,7	0,5	
	British	0,3%		0,7%	1,4%	3,1%	12,3%	12,3%	22,9%	25,7%	11,6%	9,6%	177	7,2	0,3	
	Norwegian			5,1%	5,1%	5,1%	10,3%	17,9%	15,4%	23,1%	7,7%	10,3%	71	6,7	0,5	
	Swedish				4,2%	2,1%	20,8%	14,6%	22,9%	18,8%	12,5%	4,2%	65	6,8	0,4	
	Spanish					8,3%	8,3%	16,7%	33,3%	16,7%	16,7%		18	6,9	0,7	
	Italian			9,1%		9,1%		18,2%	18,2%	27,3%	9,1%	9,1%	11	6,8	1,5	
	Dutch				1,5%		1,5%	14,9%	53,7%	22,4%	6,0%		38	7,1	0,3	
Other	0,3%	0,3%	1,1%	1,3%	2,6%	6,8%	11,2%	23,5%	26,5%	12,8%	13,6%	290	7,5	0,2		
Market area	Scandinavia			1,5%	3,4%	2,9%	13,2%	16,0%	19,8%	22,9%	12,9%	7,4%	238	7,0	0,2	
	Britain	0,3%		1,0%	1,5%	3,8%	9,9%	12,7%	24,7%	25,7%	10,3%	10,0%	240	7,2	0,2	
	Central/South-Europe	0,3%		1,4%	2,2%	4,7%	8,7%	12,0%	26,7%	23,0%	11,4%	9,6%	257	7,1	0,2	
	North America		0,5%	0,5%	1,9%	2,2%	7,4%	7,1%	26,1%	17,9%	18,2%	18,2%	166	7,7	0,3	
	Other			1,2%		2,5%	7,4%	9,8%	23,3%	27,6%	13,5%	14,7%	102	7,6	0,3	
Type of trip	Package tour				0,7%	2,6%	8,3%	12,6%	22,6%	27,9%	14,1%	11,2%	166	7,5	0,2	
	Individually arranged	0,2%	0,1%	1,4%	2,1%	3,8%	9,9%	9,9%	25,9%	23,0%	12,0%	11,6%	677	7,2	0,1	
	Mix of both			1,3%	3,5%	2,6%	11,4%	19,9%	18,5%	20,7%	15,8%	6,2%	154	7,0	0,3	
Purpose of visit	Vacation/holiday	0,2%	0,1%	0,9%	2,3%	3,7%	8,5%	11,9%	24,9%	22,7%	13,3%	11,5%	862	7,3	0,1	
	Conference/meeting			3,5%	2,4%	1,6%	14,0%	14,2%	26,6%	24,2%	6,4%	7,2%	88	6,8	0,4	
	Study/research			2,8%	2,8%	3,7%	12,0%	9,2%	18,6%	34,6%	8,0%	8,3%	44	7,1	0,6	
	Visiting friends/relatives						9,0%	7,5%	20,9%	26,2%	17,4%	19,0%	66	7,9	0,4	
	Business/Employment				2,1%		11,7%	19,9%	15,1%	21,9%	10,9%	18,3%	39	7,5	0,6	
	Event in Iceland	1,0%			7,6%	2,7%	8,0%	10,9%	18,2%	25,5%	13,4%	12,7%	85	7,2	0,4	
	Other	1,1%	1,1%	1,4%	1,6%	3,0%	12,3%	8,9%	24,3%	25,1%	11,7%	9,6%	74	7,1	0,5	

*Individuals asked: Everyone that ate at a fast food outlet at least once [BE08]
**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[BE10] What activities did you pay for during your trip to Iceland?

Answers	Count	Pct. %	Conf. lim +/-
Geothermal swimming pools / nature baths	1474	68,0%	2,0%
Guided sight-seeing tours	1181	54,5%	2,1%
Museum/exhibition	743	34,3%	2,0%
Spas/wellness	550	25,4%	1,8%
Whale watching	380	17,5%	1,6%
Glacier/snow mobile trip	281	13,0%	1,4%
Guided hiking/ mountain trips	224	10,3%	1,3%
Horse riding	223	10,3%	1,3%
Other cultural events (Theatre, concerts, etc.)	193	8,9%	1,2%
Festival, local event	103	4,8%	0,9%
Boat trip (other than whale watching)	96	4,4%	0,9%
River rafting / kayaking	26	1,2%	0,5%
Cycling tours	22	1,0%	0,4%
Hunting/fishing	8	0,4%	0,3%
Golf	7	0,3%	0,2%
Other	263	12,1%	1,4%
None of the above	162	7,5%	1,1%
Number of answers	2169		
Responded	2169	99,4%	
Did not respond**	12	0,6%	
Number of respondents	2181	100,0%	
Asked*	2181	100,0%	
Not asked	0	0,0%	
Number of participants	2181	100,0%	



	Total	Geoth. pools/nature baths	Guided sight-seeing tours	Museum/exhibition	Spas/wellness	Whale watching	Glacier/snowmobile trip	Guided hiking/mountain trips	Horse riding	Other cultural events	Festival, local event	Boat trip (not whale watching)	Number of answers
Total	Total	68,0%	54,5%	34,3%	25,4%	17,5%	13,0%	10,3%	10,3%	8,9%	4,8%	4,4%	2169
Gender	Male	64,6%	51,5%	33,6%	21,5%	15,2%	12,5%	11,7%	7,6%	9,1%	4,9%	3,8%	988
	Female	70,8%	57,0%	34,8%	28,6%	19,5%	13,4%	9,2%	12,5%	8,8%	4,6%	5,0%	1181
Age	24 years and younger	69,9%	55,4%	36,9%	36,6%	21,2%	18,1%	17,8%	19,1%	12,7%	9,7%	6,3%	213
	25-34 years	74,6%	54,2%	36,1%	28,6%	18,2%	15,8%	11,8%	10,9%	10,9%	5,4%	4,8%	740
	35-44 years	67,3%	46,9%	27,9%	29,5%	18,7%	15,2%	9,3%	10,6%	8,6%	7,0%	2,5%	408
	45-54 years	62,1%	54,2%	30,0%	23,3%	15,5%	9,0%	9,5%	8,6%	5,3%	1,2%	5,6%	366
	55 years and older	61,5%	61,8%	39,5%	12,3%	15,0%	7,1%	6,0%	6,1%	7,1%	2,1%	3,7%	441
Profession	Managerial	64,8%	52,8%	30,9%	26,1%	13,2%	12,7%	13,5%	9,4%	7,2%	4,2%	4,3%	322
	Professional	72,2%	55,6%	34,6%	25,8%	16,8%	13,6%	10,7%	10,4%	8,9%	3,2%	4,4%	730
	Specialized staff	71,1%	52,9%	34,7%	27,1%	20,0%	12,9%	10,0%	13,0%	11,1%	3,9%	4,5%	279
	Clerical/Service	68,5%	56,2%	21,8%	20,2%	23,5%	14,3%	10,6%	4,5%	5,0%	7,1%	0,5%	127
	Student	66,5%	48,1%	37,3%	34,0%	19,8%	13,9%	14,6%	15,9%	14,4%	11,3%	6,3%	229
	Retired/Homemaker	57,5%	63,8%	40,1%	12,1%	14,8%	4,0%	5,7%	4,5%	7,2%	3,5%	5,0%	178
	Other	65,2%	51,8%	38,5%	25,0%	19,6%	16,7%	5,9%	9,7%	7,7%	5,0%	5,3%	271
Househ. income	Low	70,5%	36,3%	37,2%	29,1%	7,6%	9,7%	10,9%	8,0%	13,6%	8,2%	5,3%	54
	Low average	62,9%	45,7%	37,9%	28,9%	18,8%	11,3%	9,3%	8,9%	12,9%	11,0%	3,9%	185
	Average	68,2%	57,5%	33,9%	24,9%	21,3%	14,6%	11,2%	11,5%	9,4%	4,7%	5,0%	855
	High average	68,3%	53,2%	33,2%	23,7%	15,2%	11,4%	9,2%	8,9%	7,3%	3,6%	3,6%	801
	High	68,0%	56,2%	34,5%	29,5%	11,4%	16,7%	11,8%	11,2%	9,9%	3,8%	6,1%	180
Nationality	American	73,0%	58,6%	36,1%	29,7%	9,1%	14,8%	15,6%	19,0%	6,8%	5,7%	7,2%	319
	German	75,9%	19,4%	36,1%	21,3%	20,4%	6,5%	19,4%	5,6%	9,3%	6,5%	3,7%	151
	French	75,5%	52,0%	44,1%	28,4%	15,7%	12,7%	21,6%	6,9%	11,8%	7,8%	10,8%	106
	Danish	51,2%	28,6%	22,6%	27,4%	14,3%	8,3%	4,8%	15,5%	13,1%	3,6%	3,6%	154
	British	67,2%	79,1%	36,3%	20,1%	22,4%	14,0%	7,5%	6,1%	5,3%	2,9%	3,0%	437
	Norwegian	67,3%	41,1%	22,4%	22,4%	8,4%	6,5%	2,8%	13,1%	11,2%	3,7%	1,9%	196
	Swedish	48,0%	44,0%	24,0%	19,0%	22,0%	7,0%	3,0%	13,0%	13,0%	8,0%	1,0%	135
	Spanish	76,2%	38,1%	28,6%	14,3%	47,6%	19,0%	9,5%	4,8%		4,8%		32
	Italian	80,0%	40,0%	45,0%	20,0%	15,0%	15,0%	20,0%	10,0%	10,0%			21
	Dutch	61,0%	58,2%	36,2%	34,8%	22,7%	14,9%	9,9%	10,6%	7,8%	2,1%	5,0%	79
	Other	72,2%	58,1%	39,2%	29,3%	18,5%	17,4%	10,7%	7,6%	10,1%	5,1%	5,3%	536
Market area	Scandinavia	57,7%	38,5%	24,7%	24,3%	14,1%	7,8%	3,8%	13,4%	12,8%	5,5%	2,1%	565
	Britain	69,7%	78,5%	36,3%	22,8%	20,8%	13,9%	7,3%	6,6%	5,5%	2,5%	3,3%	577
	Central/South-Europe	71,5%	39,7%	38,0%	28,1%	22,6%	13,7%	17,1%	6,1%	9,1%	5,9%	5,7%	459
	North America	74,3%	55,2%	37,1%	29,0%	10,2%	14,6%	15,2%	18,4%	6,6%	4,8%	7,1%	378
	Other	72,1%	62,9%	42,2%	22,5%	19,8%	20,9%	13,4%	6,1%	11,6%	6,1%	6,8%	183
Type of trip	Package tour	68,0%	78,3%	32,1%	22,6%	18,2%	13,7%	11,6%	10,7%	6,8%	1,8%	4,8%	379
	Individually arranged	65,5%	43,8%	34,9%	24,6%	17,3%	11,5%	8,8%	9,9%	9,8%	5,7%	4,1%	1459
	Mix of both	79,8%	75,0%	34,1%	31,7%	18,2%	18,9%	15,5%	10,1%	7,2%	4,2%	5,4%	317
Purpose of visit	Vacation/holiday	71,6%	59,8%	36,0%	26,8%	19,1%	13,7%	11,1%	10,6%	8,9%	4,0%	4,4%	1798
	Conference/meeting	47,6%	31,7%	22,5%	12,7%	7,6%	7,1%	4,9%	3,6%	5,5%	5,7%	1,5%	210
	Study/research	64,6%	47,8%	47,3%	30,7%	18,1%	11,4%	11,2%	18,3%	19,6%	15,8%	4,3%	97
	Visiting friends/relatives	57,6%	19,5%	36,6%	23,2%	8,9%	6,9%	4,4%	5,2%	22,4%	9,1%	5,6%	146
	Business/Employment	42,7%	27,9%	34,3%	16,0%	13,7%	13,5%	10,5%	3,3%	13,9%	9,0%	6,0%	95
	Event in Iceland	58,6%	36,0%	30,1%	19,8%	12,1%	7,1%	3,1%	7,4%	41,1%	32,7%	5,0%	141
	Other	74,0%	48,2%	43,7%	29,8%	12,9%	15,0%	12,7%	13,0%	9,0%	6,9%	5,1%	152

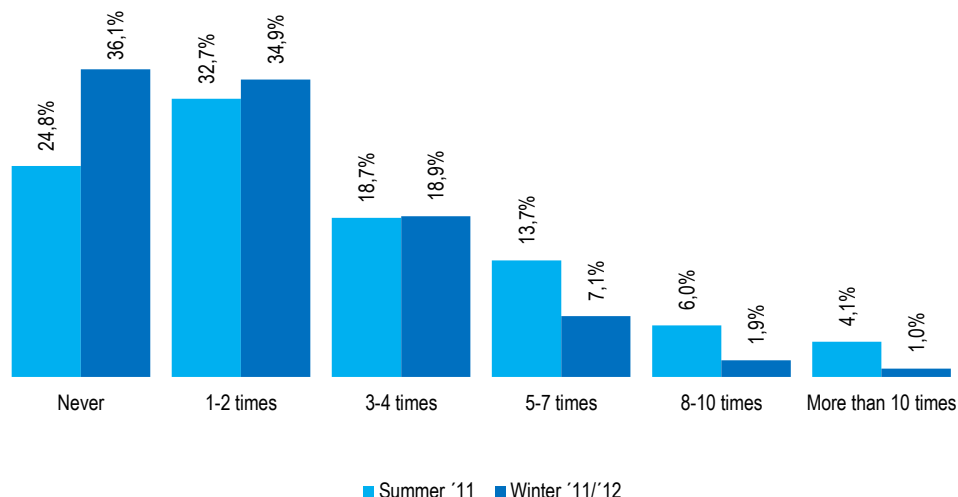
*Individuals asked: Everyone

**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[BE11] How often did you undertake recreational activities connected with nature in Iceland, e.g. horse riding, glacier trip, snowmobile trip, boat trip, whale watching, organised hiking tour, etc.?



Answers	Count	Pct. %	Conf. lim +/-
Never	768	36,1%	2,0%
1-2 times	742	34,9%	2,0%
3-4 times	401	18,9%	1,7%
5-7 times	151	7,1%	1,1%
8-10 times	41	1,9%	0,6%
More than 10 times	21	1,0%	0,4%
Number of answers	2124	100,0%	
Responded	2124	97,4%	
Did not respond**	57	2,6%	
Number of respondents	2181	100,0%	
Asked*	2181	100,0%	
Not asked	0	0,0%	
Number of participants	2181	100,0%	



		Never	1-2 times	3-4 times	5-7 times	8-10 times	More than 10 times	Number of answers
Total	Total	36,1%	34,9%	18,9%	7,1%	1,9%	1,0%	2124
Gender	Male	40,9%	32,3%	16,5%	6,1%	2,7%	1,5%	972
	Female	32,2%	37,2%	20,9%	8,0%	1,3%	0,5%	1153
Age	24 years and younger	17,2%	32,4%	26,9%	18,8%	1,5%	3,3%	200
	25-34 years	28,1%	37,0%	22,7%	8,5%	2,5%	1,3%	723
	35-44 years	37,1%	33,5%	21,2%	6,3%	1,8%		401
	45-54 years	46,4%	34,4%	13,7%	3,8%	1,6%		365
	55 years and older	48,7%	34,4%	11,0%	3,1%	1,7%	1,2%	436
Profession	Managerial	38,1%	35,7%	18,4%	6,0%	0,8%	1,0%	320
	Professional	32,1%	37,4%	20,3%	6,7%	2,2%	1,3%	718
	Specialized staff	38,1%	31,8%	21,4%	7,0%	1,7%		275
	Clerical/Service	40,6%	38,7%	14,7%	4,9%	1,2%		126
	Student	24,1%	34,6%	21,7%	14,5%	1,9%	3,0%	215
	Retired/Homemaker	58,2%	29,2%	7,2%	2,3%	2,0%	1,2%	177
	Other	35,2%	32,7%	20,8%	8,6%	2,7%		261
Household income	Low	42,5%	28,7%	10,0%	8,6%	2,4%	7,8%	52
	Low average	33,3%	33,8%	23,2%	6,3%	3,4%		173
	Average	31,3%	35,9%	21,9%	8,4%	1,1%	1,4%	836
	High average	41,9%	34,2%	15,5%	6,3%	1,9%	0,2%	795
	High	33,6%	36,7%	20,9%	3,0%	3,5%	2,3%	179
Nationality	American	33,8%	31,9%	19,4%	11,0%	3,0%	0,8%	319
	German	34,6%	31,8%	19,6%	9,3%	2,8%	1,9%	150
	French	39,0%	35,0%	13,0%	9,0%	2,0%	2,0%	104
	Danish	56,8%	24,7%	9,9%	6,2%	1,2%	1,2%	148
	British	32,5%	40,2%	21,3%	5,4%	0,6%		434
	Norwegian	47,1%	36,5%	15,4%	1,0%			190
	Swedish	39,4%	36,4%	18,2%	4,0%	2,0%		134
	Spanish	21,1%	42,1%	31,6%		5,3%		29
	Italian	33,3%	14,3%	19,0%	28,6%	4,8%		22
	Dutch	25,7%	34,6%	25,0%	11,0%	2,9%	0,7%	76
Other	32,4%	35,5%	20,0%	7,4%	2,6%	2,1%	516	
Market area	Scandinavia	45,4%	33,9%	15,1%	4,0%	1,3%	0,5%	552
	Britain	30,7%	40,8%	21,4%	6,0%	0,9%	0,2%	569
	Central/South-Europe	34,3%	33,1%	20,8%	8,0%	2,3%	1,5%	450
	North America	34,4%	32,6%	17,3%	11,0%	3,6%	1,1%	376
	Other	33,7%	28,9%	20,3%	10,6%	2,9%	3,6%	172
Type of trip	Package tour	32,7%	42,5%	16,2%	6,6%	1,6%	0,3%	377
	Individually arranged	39,4%	32,4%	18,2%	7,1%	1,8%	1,1%	1423
	Mix of both	25,6%	37,8%	24,4%	8,0%	2,9%	1,2%	312
Purpose of visit	Vacation/holiday	33,2%	36,1%	20,3%	7,8%	1,8%	0,8%	1760
	Conference/meeting	53,9%	33,8%	10,4%	1,2%	0,7%		212
	Study/research	34,7%	30,9%	13,1%	10,8%	4,9%	5,6%	89
	Visiting friends/relatives	43,2%	33,8%	14,9%	5,8%	1,4%	0,9%	145
	Business/Employment	52,3%	24,4%	16,3%	1,9%	3,8%	1,3%	94
	Event in Iceland	40,3%	38,0%	16,2%	3,0%	0,6%	1,9%	142
	Other	39,5%	25,6%	17,6%	9,4%	5,0%	2,9%	145

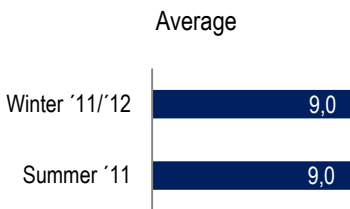
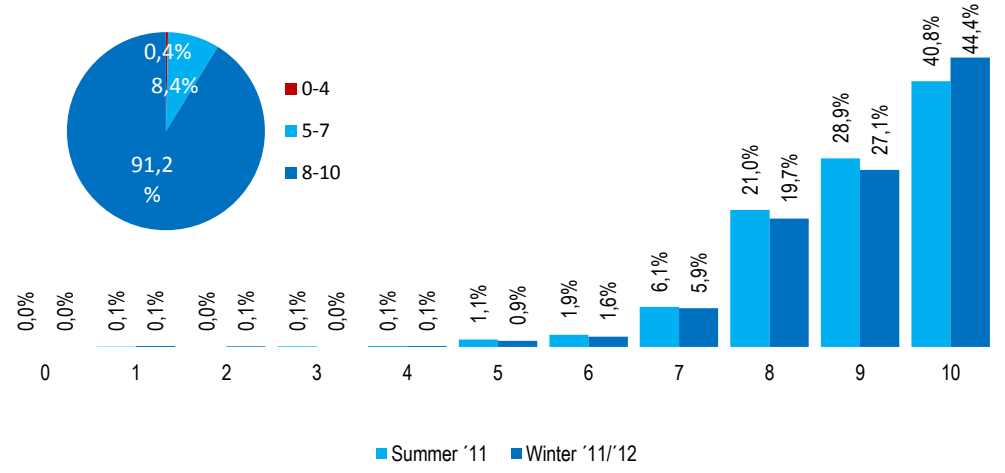
*Individuals asked: Everyone

**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[BE12_r1] Rate recreational activities connected with nature in Iceland
 - The variety of nature-based activities



Answers	Count	Pct. %	Conf. lim +/-
0	0	0,0%	0,0%
1	2	0,1%	0,2%
2	1	0,1%	0,2%
3	0	0,0%	0,0%
4	2	0,1%	0,2%
5	12	0,9%	0,5%
6	21	1,6%	0,7%
7	79	5,9%	1,3%
8	261	19,7%	2,1%
9	360	27,1%	2,4%
10	589	44,4%	2,7%
Number of answers	1328	100,0%	
Responded	1328	97,9%	
Did not respond**	29	2,1%	
Number of respondents	1357	100,0%	
Asked*	1357	62,2%	
Not asked	824	37,8%	
Number of participants	2181	100,0%	



		0	1	2	3	4	5	6	7	8	9	10	Number of answers	Average	Conf. lim +/-	
Total	Total		0,1%	0,1%		0,1%	0,9%	1,6%	5,9%	19,7%	27,1%	44,4%	1328	9,0	0,1	
Gender	Male					0,1%	1,4%	1,7%	7,1%	24,7%	28,2%	36,9%	561	8,9	0,1	
	Female		0,2%	0,1%		0,2%	0,6%	1,4%	5,1%	16,0%	26,4%	49,9%	767	9,1	0,1	
Age	24 years and younger						0,8%	0,9%	5,5%	15,4%	30,0%	47,6%	164	9,2	0,2	
	25-34 years			0,2%			1,0%	0,7%	5,4%	20,9%	25,9%	45,9%	512	9,1	0,1	
	35-44 years			0,7%			0,7%	4,4%	3,8%	20,6%	24,4%	45,3%	248	9,0	0,2	
	45-54 years						1,0%	1,1%	7,5%	18,2%	28,9%	43,3%	189	9,0	0,2	
	55 years and older					0,8%	1,2%	1,1%	8,8%	20,4%	29,5%	38,2%	216	8,9	0,2	
Profession	Managerial						1,6%	7,4%	21,6%	31,6%	37,8%	196	9,0	0,1		
	Professional					1,0%	2,2%	4,7%	20,5%	25,9%	45,7%	479	9,1	0,1		
	Specialized staff		1,1%	0,6%			0,8%	2,4%	8,9%	18,2%	21,0%	47,0%	166	8,9	0,2	
	Clerical/Service							0,8%	3,3%	21,5%	30,8%	43,6%	73	9,1	0,2	
	Student								6,3%	18,2%	32,3%	43,3%	159	9,1	0,1	
	Retired/Homemaker					2,6%	0,9%	1,6%	10,3%	25,6%	34,5%	24,5%	71	8,6	0,3	
	Other					3,0%	0,8%	3,8%	15,0%	23,6%	53,8%	164	9,2	0,2		
Househ. income	Low									13,5%	45,1%	41,4%	27	9,3	0,3	
	Low average								7,9%	13,2%	27,2%	51,7%	110	9,2	0,2	
	Average			0,3%	0,2%		0,7%	1,9%	4,3%	18,9%	28,3%	45,3%	565	9,1	0,1	
	High average					0,4%	1,2%	2,1%	8,0%	22,6%	25,4%	40,3%	453	8,9	0,1	
	High						2,2%	0,5%	5,2%	17,9%	26,6%	47,5%	118	9,1	0,2	
Nationality	American					0,6%		0,6%	3,5%	13,4%	18,6%	63,4%	209	9,4	0,1	
	German							4,3%	2,9%	17,4%	21,7%	53,6%	97	9,2	0,2	
	French			1,6%					8,2%	26,2%	26,2%	37,7%	63	8,8	0,3	
	Danish								17,1%	31,4%	51,4%	64	9,3	0,2		
	British					0,2%	1,1%	1,7%	8,1%	21,9%	27,9%	39,1%	285	8,9	0,1	
	Norwegian				1,9%			1,9%	1,9%	13,2%	26,4%	20,8%	34,0%	97	8,5	0,3
	Swedish						3,5%	1,8%	8,8%	10,5%	29,8%	45,6%	77	9,0	0,3	
	Spanish							6,7%		26,7%	53,3%	13,3%	23	8,7	0,4	
	Italian								7,7%	23,1%	38,5%	30,8%	13	8,9	0,6	
	Dutch						2,0%	3,1%	9,2%	39,8%	32,7%	13,3%	55	8,4	0,3	
	Other						1,1%	1,2%	4,0%	18,1%	31,0%	44,7%	343	9,1	0,1	
Market area	Scandinavia		0,6%				1,6%	1,3%	8,3%	19,3%	25,2%	43,8%	292	8,9	0,2	
	Britain					0,2%	0,8%	1,9%	7,3%	21,4%	29,4%	39,0%	385	8,9	0,1	
	Central/South-Europe			0,4%			0,4%	2,6%	4,2%	25,7%	31,6%	35,2%	289	8,9	0,1	
	North America					0,5%		0,8%	3,4%	12,7%	19,5%	63,0%	242	9,4	0,1	
	Other						3,3%		5,5%	15,3%	28,3%	47,7%	114	9,1	0,2	
Type of trip	Package tour						0,2%	2,6%	9,6%	18,1%	28,5%	40,9%	246	8,9	0,1	
	Individually arranged				0,1%	0,2%	0,8%	1,4%	5,3%	20,0%	26,7%	45,5%	843	9,1	0,1	
	Mix of both				0,8%		1,6%	0,9%	4,4%	20,2%	27,9%	44,2%	230	9,0	0,2	
Purpose of visit	Vacation/holiday		0,2%	0,1%		0,2%	0,6%	1,7%	6,3%	19,3%	27,1%	44,6%	1149	9,0	0,1	
	Conference/meeting						1,3%	0,7%	6,8%	27,4%	26,9%	36,9%	96	8,9	0,2	
	Study/research								9,5%	25,2%	22,0%	43,4%	58	9,0	0,3	
	Visiting friends/relatives				2,3%			2,4%	1,0%	5,4%	15,3%	21,7%	52,0%	80	9,0	0,4
	Business/Employment							1,4%		6,2%	23,0%	14,5%	55,0%	44	9,1	0,3
	Event in Iceland							3,9%	4,1%	1,5%	8,3%	33,7%	48,4%	79	9,1	0,3
	Other							2,8%		2,1%	18,7%	24,3%	52,0%	86	9,2	0,2

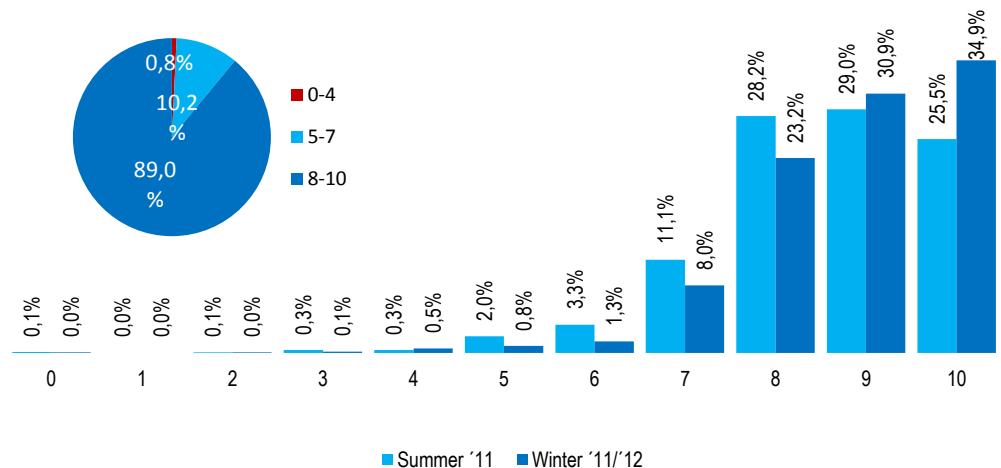
*Individuals asked: Everyone that did undertake recreational activities connected with nature at least once [BE11]

**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[BE12_r2] Rate recreational activities connected with nature in Iceland
 - The service of the companies with nature-based activities



Answers	Count	Pct. %	Conf. lim +/-
0	1	0,0%	0,1%
1	0	0,0%	0,0%
2	1	0,0%	0,1%
3	2	0,1%	0,2%
4	7	0,5%	0,4%
5	10	0,8%	0,5%
6	17	1,3%	0,6%
7	100	8,0%	1,5%
8	290	23,2%	2,3%
9	386	30,9%	2,6%
10	435	34,9%	2,6%
Number of answers	1247	100,0%	
Responded	1247	91,9%	
Did not respond**	109	8,1%	
Number of respondents	1357	100,0%	
Asked*	1357	62,2%	
Not asked	824	37,8%	
Number of participants	2181	100,0%	



Average	Value
Winter '11/'12	8,8
Summer '11	8,5

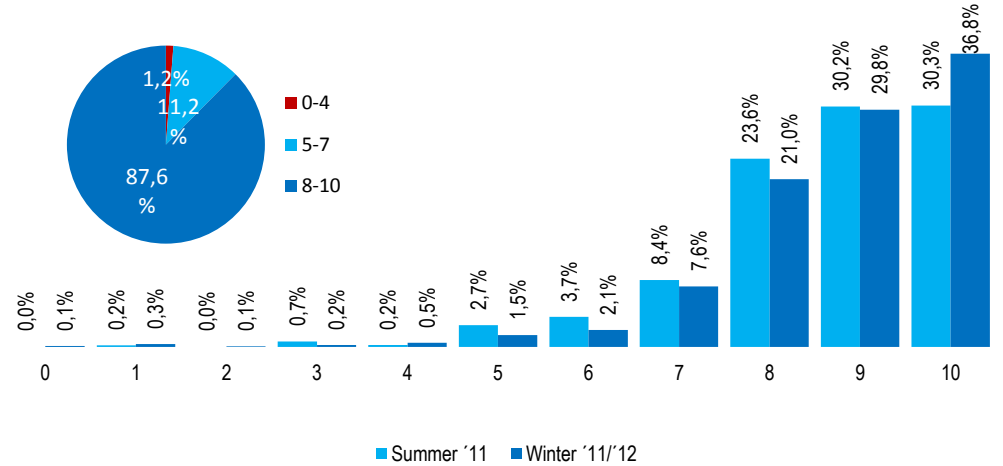
		0	1	2	3	4	5	6	7	8	9	10	Number of answers	Average	Conf. lim +/-
Total	Total	0,0%	0,0%	0,1%	0,5%	0,8%	1,3%	8,0%	23,2%	30,9%	34,9%	1247	8,8	0,1	
Gender	Male		0,1%	0,1%	0,2%	0,5%	1,5%	8,9%	27,2%	32,8%	28,7%	526	8,7	0,1	
	Female	0,1%		0,2%	0,7%	1,1%	1,2%	7,4%	20,4%	29,6%	39,4%	722	8,9	0,1	
Age	24 years and younger					1,5%	1,1%	10,0%	25,4%	31,0%	31,0%	160	8,8	0,2	
	25-34 years	0,1%		0,1%	0,4%	0,9%	2,1%	8,7%	21,0%	32,6%	34,0%	481	8,8	0,1	
	35-44 years				0,5%	0,3%	1,9%	7,5%	25,0%	26,1%	38,7%	226	8,9	0,1	
	45-54 years					0,6%	0,4%		8,2%	24,5%	32,6%	33,6%	177	8,9	0,2
	55 years and older		0,3%	0,6%	1,2%	0,9%	0,3%	5,3%	23,7%	30,6%	37,0%	203	8,9	0,2	
Profession	Managerial						2,7%	5,7%	23,8%	32,4%	35,3%	183	8,9	0,2	
	Professional	0,1%			0,7%	0,4%	0,7%	7,6%	25,0%	32,7%	32,8%	448	8,8	0,1	
	Specialized staff				1,2%	2,4%	1,2%	9,7%	20,4%	24,0%	41,1%	158	8,8	0,2	
	Clerical/Service							1,7%	2,9%	22,3%	39,1%	34,1%	72	9,0	0,2
	Student						1,7%	2,0%	12,0%	23,3%	32,4%	28,6%	147	8,7	0,2
	Retired/Homemaker		0,9%		2,7%	0,9%	0,9%	9,0%	26,5%	35,0%	24,1%	67	8,5	0,3	
	Other			1,2%		0,9%	1,3%	7,5%	19,8%	25,6%	43,8%	153	8,9	0,2	
Househ. income	Low					3,8%	6,7%	3,8%	17,7%	42,0%	25,9%	27	8,7	0,5	
	Low average					1,4%	1,3%	8,0%	17,2%	34,1%	37,9%	102	9,0	0,2	
	Average			0,2%	0,6%	0,7%	1,4%	7,9%	21,9%	30,8%	36,5%	542	8,9	0,1	
	High average		0,1%	0,1%	0,7%	0,6%	0,7%	8,6%	27,8%	29,2%	32,0%	417	8,8	0,1	
	High				0,5%		2,2%	9,1%	20,3%	30,2%	37,7%	109	8,9	0,2	
Nationality	American			0,6%	0,6%		1,3%	2,5%	10,8%	27,8%	56,3%	192	9,3	0,2	
	German					1,7%		13,3%	16,7%	30,0%	38,3%	84	8,9	0,3	
	French					1,8%		16,4%	29,1%	27,3%	25,5%	57	8,6	0,3	
	Danish					3,6%		14,3%	14,3%	35,7%	32,1%	51	8,7	0,4	
	British	0,2%		0,2%	0,9%	0,4%	1,3%	7,8%	22,2%	31,7%	35,2%	280	8,8	0,1	
	Norwegian					2,0%	2,0%	12,2%	32,7%	28,6%	22,4%	90	8,5	0,2	
	Swedish					3,8%	1,9%	7,7%	25,0%	19,2%	42,3%	70	8,8	0,3	
	Spanish							14,3%	14,3%	64,3%	7,1%	21	8,6	0,4	
	Italian							7,7%	38,5%	30,8%	23,1%	13	8,7	0,6	
	Dutch			1,0%	2,1%		2,1%	11,5%	44,8%	31,3%	7,3%	54	8,2	0,3	
	Other					0,6%	1,9%	5,3%	27,0%	33,3%	31,8%	332	8,9	0,1	
Market area	Scandinavia				0,9%	1,2%	1,7%	10,5%	25,8%	27,1%	32,8%	262	8,7	0,1	
	Britain	0,2%		0,2%	0,6%	0,3%	1,6%	8,2%	21,6%	33,9%	33,4%	378	8,8	0,1	
	Central/South-Europe			0,2%	0,2%	1,4%	0,4%	10,8%	29,8%	33,7%	23,5%	269	8,6	0,1	
	North America		0,5%	0,5%	0,4%	1,1%	2,3%	12,7%	27,1%	55,3%		224	9,3	0,1	
	Other					1,1%	2,3%	6,7%	28,2%	29,7%	32,0%	109	8,8	0,2	
Type of trip	Package tour				0,5%	0,2%	0,7%	8,9%	23,4%	31,0%	35,2%	243	8,9	0,1	
	Individually arranged		0,1%	0,2%	0,5%	1,2%	1,7%	8,3%	23,4%	31,4%	33,3%	771	8,8	0,1	
	Mix of both	0,3%			0,5%	0,3%	0,8%	6,2%	22,5%	29,8%	39,7%	227	9,0	0,2	
Purpose of visit	Vacation/holiday	0,1%	0,1%	0,2%	0,6%	0,9%	1,4%	8,2%	22,0%	31,0%	35,6%	1091	8,8	0,1	
	Conference/meeting				0,7%			10,7%	36,3%	27,3%	25,0%	82	8,6	0,2	
	Study/research				2,5%			3,8%	33,8%	30,9%	29,0%	48	8,7	0,4	
	Visiting friends/relatives					1,1%	1,0%	7,2%	20,3%	39,8%	30,5%	69	8,9	0,2	
	Business/Employment							15,6%	20,8%	22,3%	41,3%	37	8,9	0,4	
	Event in Iceland							2,6%	7,3%	22,6%	37,4%	30,1%	73	8,9	0,2
	Other			1,6%	0,8%			2,4%	8,7%	20,3%	32,6%	33,7%	77	8,8	0,3

*Individuals asked: Everyone that did undertake recreational activities connected with nature at least once [BE11]
 **Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[BE12_r3] Rate recreational activities connected with nature in Iceland

- Safety equipment and safety instructions of the company with nature-based activities

Answers	Count	Pct. %	Conf. lim +/-
0	1	0,1%	0,2%
1	4	0,3%	0,3%
2	1	0,1%	0,1%
3	3	0,2%	0,3%
4	6	0,5%	0,4%
5	17	1,5%	0,7%
6	24	2,1%	0,8%
7	85	7,6%	1,5%
8	237	21,0%	2,4%
9	335	29,8%	2,7%
10	414	36,8%	2,8%
Number of answers	1125	100,0%	
Responded	1125	82,9%	
Did not respond**	232	17,1%	
Number of respondents	1357	100,0%	
Asked*	1357	62,2%	
Not asked	824	37,8%	
Number of participants	2181	100,0%	



	Average
Winter '11/'12	8,8
Summer '11	8,6

		0	1	2	3	4	5	6	7	8	9	10	Number of answers	Average	Conf. lim +/-	
Total	Total	0,1%	0,3%	0,1%	0,2%	0,5%	1,5%	2,1%	7,6%	21,0%	29,8%	36,8%	1125	8,8	0,1	
Gender	Male		0,4%	0,1%	0,1%	1,8%	2,7%	6,8%	23,0%	32,3%	32,8%	473	8,8	0,1		
	Female	0,2%	0,3%	0,1%	0,3%	0,8%	1,3%	1,7%	8,2%	19,6%	27,9%	39,7%	652	8,8	0,1	
Age	24 years and younger		0,9%					3,6%	8,5%	16,4%	30,6%	40,0%	144	8,9	0,2	
	25-34 years		0,1%		0,5%	0,6%	1,6%	1,8%	7,7%	21,9%	32,5%	33,3%	430	8,8	0,1	
	35-44 years					0,9%	2,1%	2,1%	5,8%	22,7%	25,2%	41,4%	210	8,9	0,2	
	45-54 years					0,4%		0,8%	1,9%	8,7%	21,4%	30,2%	36,5%	159	8,9	0,2
	55 years and older	0,7%	1,0%	0,3%		0,7%	2,3%	1,9%	7,7%	20,4%	27,4%	37,5%	181	8,7	0,2	
Profession	Managerial		0,7%		0,8%	2,2%	1,2%	9,6%	20,9%	27,7%	36,8%	167	8,7	0,2		
	Professional				0,3%	0,6%	1,1%	1,5%	5,6%	24,0%	29,6%	37,2%	396	8,9	0,1	
	Specialized staff					1,3%	0,9%	3,4%	8,9%	21,3%	29,5%	34,8%	143	8,8	0,2	
	Clerical/Service						2,1%	2,8%	6,3%	25,8%	32,5%	30,5%	64	8,8	0,3	
	Student			0,9%				3,8%	9,0%	16,3%	36,6%	33,5%	135	8,8	0,2	
	Retired/Homemaker		1,0%	1,0%		2,0%	3,0%	3,0%	6,8%	25,6%	32,2%	25,4%	61	8,4	0,4	
	Other	0,9%					3,0%	1,4%	9,4%	12,4%	24,7%	48,2%	142	8,9	0,3	
Househ. income	Low				5,5%			11,7%	8,5%	19,9%	30,9%	23,5%	24	8,2	0,8	
	Low average						1,6%		4,5%	19,5%	39,5%	34,9%	86	9,0	0,2	
	Average	0,2%	0,4%		0,1%	0,5%	1,0%	1,7%	7,0%	21,4%	30,9%	36,8%	499	8,8	0,1	
	High average		0,2%	0,2%	0,2%	0,8%	2,5%	2,5%	8,2%	22,3%	29,3%	33,9%	363	8,7	0,1	
	High			1,2%			0,6%	1,2%	10,0%	19,8%	19,6%	47,7%	104	8,9	0,3	
Nationality	American	0,7%	0,7%			0,7%	0,7%	1,4%	3,4%	10,2%	23,1%	59,2%	179	9,2	0,2	
	German								14,0%	20,0%	22,0%	44,0%	70	9,0	0,3	
	French						2,0%	8,0%	6,0%	24,0%	30,0%	30,0%	52	8,6	0,4	
	Danish								28,0%	44,0%	28,0%		46	9,0	0,2	
	British		0,5%	0,2%	0,2%	0,5%	1,7%	2,7%	8,5%	22,0%	28,8%	34,9%	250	8,7	0,2	
	Norwegian				2,3%	4,5%	2,3%	11,4%	20,5%	31,8%	27,3%		80	8,5	0,3	
	Swedish				2,1%		6,4%	2,1%	6,4%	23,4%	25,5%	34,0%	64	8,5	0,4	
	Spanish								15,4%	17,7%	69,2%	7,7%	20	8,7	0,4	
	Italian								7,7%	30,8%	30,8%	30,8%	13	8,8	0,6	
	Dutch								2,3%	24,1%	37,9%	23,0%	12,6%	49	8,2	0,3
	Other		0,4%		0,2%	0,4%	0,8%	2,1%	5,0%	22,8%	33,2%	35,0%	300	8,9	0,1	
Market area	Scandinavia			0,9%	0,8%	2,7%	1,9%	5,6%	24,1%	32,1%	32,0%	236	8,7	0,2		
	Britain		0,4%	0,2%	0,2%	0,4%	2,0%	2,0%	6,9%	24,4%	29,8%	33,8%	334	8,7	0,1	
	Central/South-Europe			0,5%			1,0%	3,2%	13,5%	23,0%	31,4%	27,4%	243	8,6	0,2	
	North America		0,6%			0,6%	0,6%	1,2%	3,7%	9,9%	24,8%	58,6%	205	9,3	0,2	
	Other			1,2%			1,2%		2,5%	8,6%	21,4%	29,5%	35,6%	102	8,7	0,3
Type of trip	Package tour				0,3%	1,1%	2,5%	3,1%	5,9%	20,8%	29,4%	36,9%	220	8,8	0,2	
	Individually arranged	0,2%	0,5%		0,2%	0,4%	1,4%	1,7%	8,2%	21,6%	30,2%	35,6%	696	8,8	0,1	
	Mix of both				0,7%	0,3%	0,6%	2,2%	7,7%	20,6%	28,6%	39,5%	202	8,9	0,2	
Purpose of visit	Vacation/holiday	0,1%	0,4%	0,1%	0,3%	0,6%	1,5%	2,6%	7,7%	20,6%	28,9%	37,8%	983	8,8	0,1	
	Conference/meeting								6,0%	10,7%	25,1%	28,3%	29,8%	72	8,7	0,3
	Study/research	2,8%							5,6%	25,5%	31,4%	34,7%	43	8,7	0,5	
	Visiting friends/relatives							3,1%	2,0%	28,1%	30,1%	36,6%	58	9,0	0,3	
	Business/Employment		1,8%						8,2%	16,6%	41,2%	32,2%	34	8,8	0,5	
	Event in Iceland		2,0%		2,1%		1,6%	6,6%	2,8%	9,9%	42,4%	32,6%	64	8,6	0,5	
	Other	1,7%		0,9%				1,7%		7,2%	19,2%	33,3%	36,0%	71	8,7	0,4

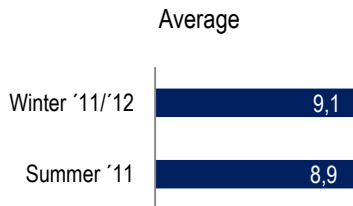
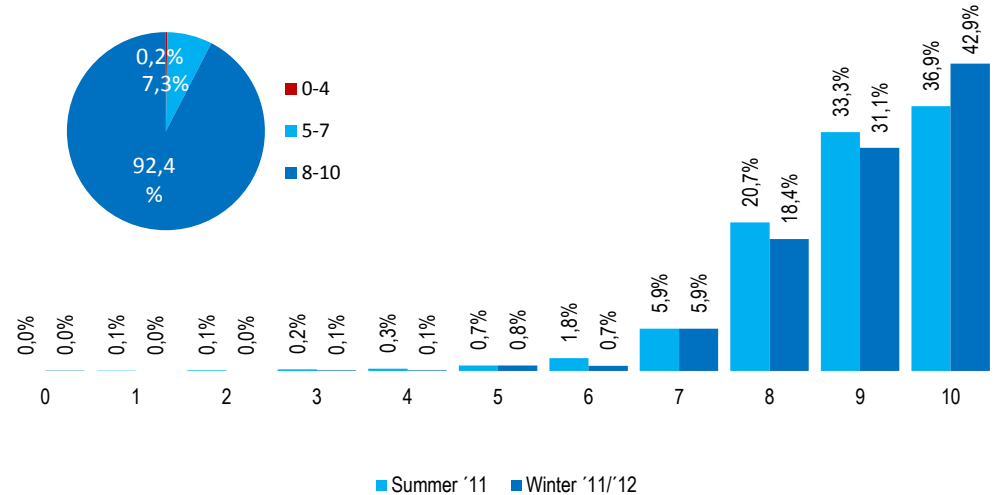
*Individuals asked: Everyone that did undertake recreational activities connected with nature at least once [BE11]

**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[BE12_r4] Rate recreational activities connected with nature in Iceland

- Activities connected with nature in general

Answers	Count	Pct. %	Conf. lim +/-
0	1	0,0%	0,1%
1	0	0,0%	0,0%
2	0	0,0%	0,0%
3	1	0,1%	0,2%
4	1	0,1%	0,2%
5	10	0,8%	0,5%
6	9	0,7%	0,5%
7	77	5,9%	1,3%
8	241	18,4%	2,1%
9	407	31,1%	2,5%
10	561	42,9%	2,7%
Number of answers 1308 100,0%			
Responded 1308 96,4%			
Did not respond** 49 3,6%			
Number of respondents 1357 100,0%			
Asked* 1357 62,2%			
Not asked 824 37,8%			
Number of participants 2181 100,0%			



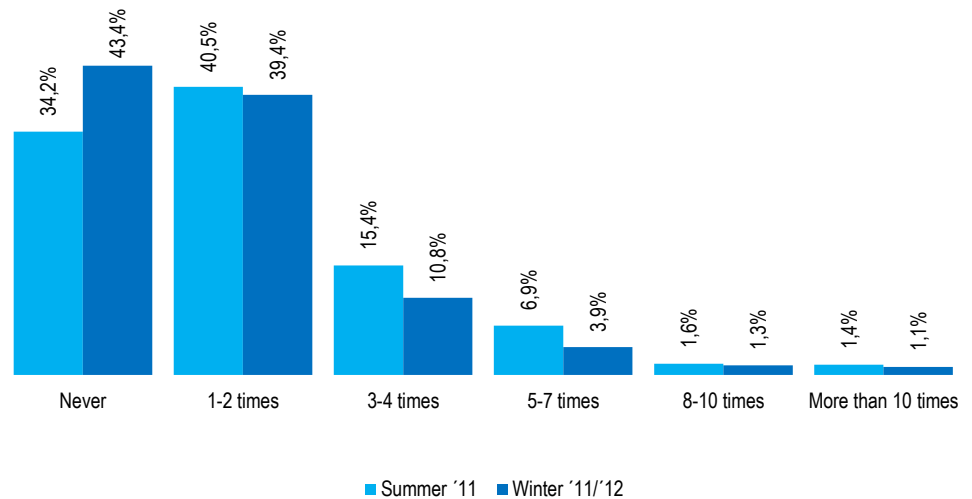
		0	1	2	3	4	5	6	7	8	9	10	Number of answers	Average	Conf. lim +/-
Total	Total	0,0%		0,1%	0,1%	0,8%	0,7%	5,9%	18,4%	31,1%	42,9%	1308	9,1	0,1	
Gender	Male					0,8%	0,7%	6,7%	21,5%	36,0%	34,3%	548	8,9	0,1	
	Female	0,1%		0,2%	0,2%	0,7%	0,7%	5,3%	16,1%	27,6%	49,1%	760	9,1	0,1	
Age	24 years and younger							8,2%	16,4%	29,3%	46,1%	163	9,1	0,2	
	25-34 years					0,5%	0,5%	6,1%	17,2%	32,8%	42,8%	504	9,1	0,1	
	35-44 years	0,2%		0,5%		1,0%	2,3%	3,0%	21,0%	25,9%	46,1%	247	9,0	0,2	
	45-54 years					1,3%		5,7%	17,8%	33,3%	41,9%	188	9,1	0,1	
	55 years and older				0,6%	1,2%	0,5%	7,0%	20,4%	32,6%	37,7%	206	8,9	0,2	
Profession	Managerial					0,9%	0,3%	6,3%	18,2%	37,7%	36,4%	195	9,0	0,1	
	Professional					0,3%	0,4%	4,1%	18,7%	32,3%	44,2%	466	9,2	0,1	
	Specialized staff	0,4%		0,8%		0,4%	0,4%	7,6%	20,8%	22,5%	45,3%	164	8,9	0,2	
	Clerical/Service							0,9%	4,8%	16,9%	38,5%	39,0%	71	9,1	0,2
	Student							8,8%	17,0%	30,8%	43,5%	162	9,1	0,2	
	Retired/Homemaker				1,8%		0,8%	7,9%	27,3%	38,5%	23,6%	69	8,7	0,3	
	Other					3,1%	1,2%	4,9%	14,7%	24,0%	52,1%	162	9,1	0,2	
Househ. income	Low					6,2%		3,5%	20,4%	32,1%	37,9%	30	8,9	0,5	
	Low average							1,2%	5,4%	13,7%	30,1%	49,6%	110	9,2	0,2
	Average	0,1%		0,2%		0,5%	1,1%	4,9%	17,8%	32,3%	43,0%	560	9,1	0,1	
	High average				0,3%	0,9%	0,3%	6,3%	21,6%	29,7%	41,0%	442	9,0	0,2	
	High					0,5%	7,7%	16,5%	32,3%	43,1%	112	9,1	0,1		
Nationality	American				0,6%	0,6%	0,6%	2,9%	7,6%	24,0%	63,7%	208	9,4	0,1	
	German							7,2%	11,6%	26,1%	55,1%	97	9,3	0,2	
	French							10,0%	23,3%	28,3%	38,3%	62	9,0	0,3	
	Danish					3,0%			15,2%	36,4%	45,5%	60	9,2	0,3	
	British	0,2%				1,3%	0,4%	6,0%	20,1%	32,8%	39,2%	283	9,0	0,1	
	Norwegian					2,0%	2,0%	5,9%	25,5%	35,3%	29,4%	93	8,8	0,2	
	Swedish					1,9%	3,7%	5,6%	20,4%	29,6%	38,9%	73	8,9	0,3	
	Spanish							6,7%	20,0%	60,0%	13,3%	23	8,8	0,3	
	Italian							7,7%	15,4%	46,2%	30,8%	13	9,0	0,5	
	Dutch						3,0%	10,1%	46,5%	28,3%	12,1%	56	8,4	0,3	
	Other			0,4%			0,2%	6,4%	18,4%	32,5%	42,2%	338	9,1	0,1	
Market area	Scandinavia					1,8%	1,8%	5,8%	20,6%	31,6%	38,3%	283	8,9	0,1	
	Britain	0,2%		0,3%		0,9%	0,3%	6,0%	19,1%	33,6%	39,6%	383	9,0	0,1	
	Central/South-Europe						0,6%	7,2%	24,4%	33,7%	34,1%	287	8,9	0,1	
	North America				0,5%	0,5%	0,5%	1,9%	7,7%	25,2%	63,7%	238	9,5	0,1	
	Other							11,1%	18,9%	27,4%	42,6%	112	9,0	0,2	
Type of trip	Package tour	0,2%				0,2%	1,0%	7,8%	17,6%	35,0%	38,1%	244	9,0	0,1	
	Individually arranged			0,2%	0,1%	0,9%	0,8%	5,9%	18,3%	29,5%	44,3%	829	9,1	0,1	
	Mix of both				0,8%	0,3%	3,6%	19,1%	33,9%	42,4%	227	9,1	0,1		
Purpose of visit	Vacation/holiday	0,1%		0,1%	0,1%	0,7%	0,8%	5,9%	18,8%	30,8%	42,8%	1136	9,1	0,1	
	Conference/meeting							9,4%	18,3%	32,7%	39,6%	95	9,0	0,2	
	Study/research					2,1%		6,0%	25,3%	29,4%	37,1%	58	8,9	0,3	
	Visiting friends/relatives					2,4%	1,8%	1,6%	16,5%	26,2%	51,5%	76	9,2	0,3	
	Business/Employment					1,4%		4,8%	8,6%	32,7%	52,5%	43	9,3	0,3	
	Event in Iceland					0,8%	3,3%	5,6%	17,2%	26,3%	46,8%	78	9,1	0,3	
	Other					1,4%		5,1%	9,2%	32,6%	51,6%	84	9,3	0,2	

*Individuals asked: Everyone that did undertake recreational activities connected with nature at least once [BE11]
 **Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[BE13] How often did you undertake cultural activities in Iceland, e.g. museum, gallery, concert, theatre and other cultural activities, etc.?



Answers	Count	Pct. %	Conf. lim +/-
Never	927	43,4%	2,1%
1-2 times	840	39,4%	2,1%
3-4 times	231	10,8%	1,3%
5-7 times	84	3,9%	0,8%
8-10 times	28	1,3%	0,5%
More than 10 times	24	1,1%	0,4%
Number of answers	2134	100,0%	
Responded	2134	97,8%	
Did not respond**	47	2,2%	
Number of respondents	2181	100,0%	
Asked*	2181	100,0%	
Not asked	0	0,0%	
Number of participants	2181	100,0%	



		Never	1-2 times	3-4 times	5-7 times	8-10 times	More than 10 times	Number of answers
Total	Total	43,4%	39,4%	10,8%	3,9%	1,3%	1,1%	2134
Gender	Male	43,5%	38,1%	12,0%	3,9%	1,3%	1,2%	985
	Female	43,4%	40,4%	9,8%	4,0%	1,3%	1,1%	1149
Age	24 years and younger	39,7%	40,9%	9,9%	4,1%	1,2%	4,1%	205
	25-34 years	41,7%	40,5%	11,1%	3,8%	1,0%	1,8%	724
	35-44 years	49,4%	35,5%	10,0%	4,0%	1,1%		400
	45-54 years	47,5%	38,8%	8,4%	3,8%	1,5%		364
	55 years and older	39,1%	40,7%	13,5%	4,0%	2,0%	0,6%	441
Profession	Managerial	45,6%	39,7%	9,9%	4,0%	0,6%	0,2%	319
	Professional	42,6%	42,6%	8,3%	4,4%	1,2%	0,8%	720
	Specialized staff	40,3%	39,5%	14,2%	4,2%	1,2%	0,7%	278
	Clerical/Service	58,6%	28,7%	10,2%	1,8%		0,8%	128
	Student	42,7%	33,8%	14,8%	3,1%	1,2%	4,5%	215
	Retired/Homemaker	35,9%	43,8%	14,2%	2,7%	2,5%	0,8%	178
	Other	41,8%	39,4%	9,8%	4,9%	2,7%	1,5%	262
Househ. income	Low	34,1%	38,9%	17,7%	5,5%		3,9%	54
	Low average	38,8%	36,6%	13,8%	5,3%	1,5%	4,0%	176
	Average	42,9%	39,9%	10,9%	3,5%	1,5%	1,3%	838
	High average	45,7%	39,9%	9,8%	3,2%	1,0%	0,4%	798
	High	40,6%	39,1%	8,6%	8,8%	2,1%	0,7%	177
Nationality	American	41,7%	32,2%	16,3%	7,6%	1,1%	1,1%	321
	German	42,9%	35,2%	14,3%	1,9%	2,9%	2,9%	147
	French	35,0%	44,0%	14,0%	4,0%	2,0%	1,0%	104
	Danish	50,0%	33,8%	13,8%	1,3%	1,3%		146
	British	40,8%	46,4%	9,1%	3,2%	0,3%	0,1%	433
	Norwegian	54,7%	34,0%	6,6%	2,8%	0,9%	0,9%	194
	Swedish	43,9%	37,8%	10,2%	5,1%	2,0%	1,0%	133
	Spanish	66,7%	19,0%	14,3%				32
	Italian	38,1%	47,6%	9,5%		4,8%		22
	Dutch	49,3%	40,0%	7,1%	3,6%			79
Other	40,0%	43,1%	8,7%	4,1%	1,9%	2,2%	522	
Market area	Scandinavia	49,5%	35,0%	10,2%	3,0%	1,6%	0,7%	553
	Britain	40,9%	46,3%	9,5%	2,8%	0,4%	0,1%	570
	Central/South-Europe	43,3%	39,3%	10,7%	3,3%	1,8%	1,6%	450
	North America	40,0%	35,3%	15,4%	7,0%	1,4%	1,0%	377
	Other	40,8%	39,7%	6,8%	5,6%	2,1%	4,9%	177
Type of trip	Package tour	47,5%	40,0%	7,8%	3,1%	1,3%	0,3%	374
	Individually arranged	43,3%	37,7%	11,8%	4,4%	1,3%	1,5%	1435
	Mix of both	39,3%	46,0%	9,9%	2,9%	1,4%	0,4%	312
Purpose of visit	Vacation/holiday	42,1%	41,2%	10,8%	3,9%	1,2%	0,8%	1769
	Conference/meeting	51,8%	37,6%	5,9%	3,0%	1,3%	0,4%	211
	Study/research	33,5%	31,7%	11,4%	5,6%	9,1%	8,6%	89
	Visiting friends/relatives	30,3%	40,1%	20,6%	5,3%	1,4%	2,3%	142
	Business/Employment	46,7%	31,9%	10,9%	5,1%	3,2%	2,1%	96
	Event in Iceland	22,5%	38,3%	18,9%	9,5%	3,0%	7,8%	138
	Other	37,3%	36,8%	15,1%	6,3%	2,7%	1,8%	147

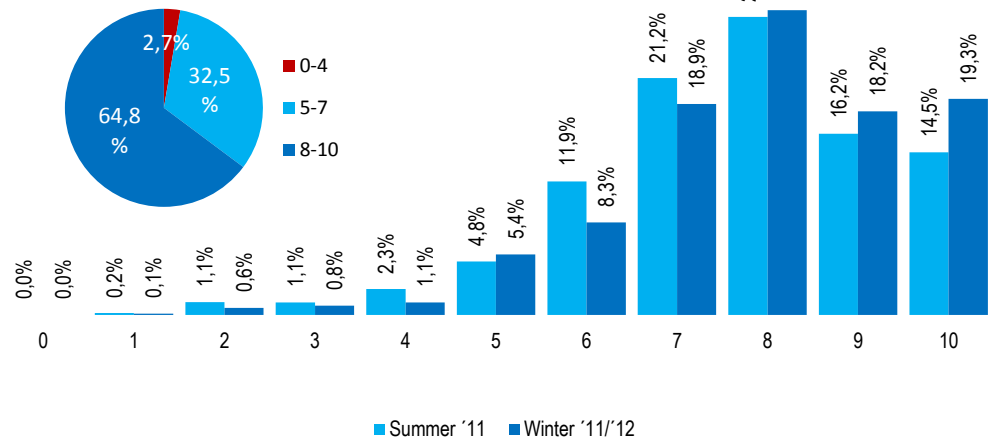
*Individuals asked: Everyone

**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[BE14_r1] Rate cultural activities in Iceland
- The variety of cultural activities



Answers	Count	Pct. %	Conf. lim +/-
0	0	0,0%	0,0%
1	1	0,1%	0,2%
2	7	0,6%	0,5%
3	9	0,8%	0,5%
4	12	1,1%	0,6%
5	61	5,4%	1,3%
6	93	8,3%	1,6%
7	211	18,9%	2,3%
8	305	27,3%	2,6%
9	204	18,2%	2,3%
10	216	19,3%	2,3%
Number of answers	1119	100,0%	
Responded	1119	92,7%	
Did not respond**	88	7,3%	
Number of respondents	1207	100,0%	
Asked*	1207	55,3%	
Not asked	974	44,7%	
Number of participants	2181	100,0%	



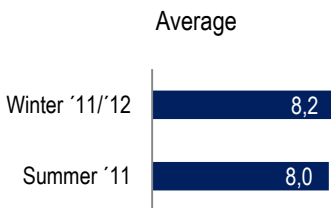
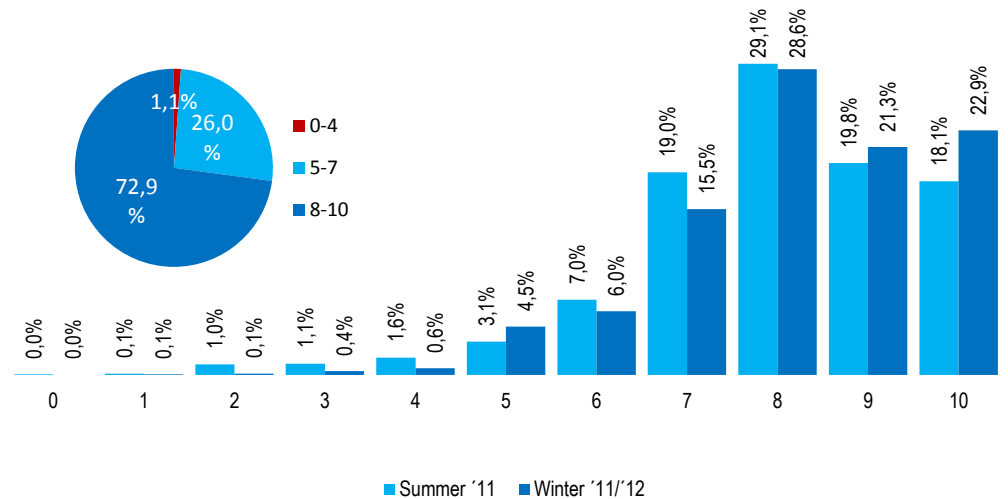
	Average
Winter '11/'12	7,9
Summer '11	7,6

		0	1	2	3	4	5	6	7	8	9	10	Number of answers	Average	Conf. lim +/-
Total	Total	0,1%	0,6%	0,8%	1,1%	5,4%	8,3%	18,9%	27,3%	18,2%	19,3%	1119	7,9	0,1	
Gender	Male	0,2%	1,0%	0,7%	1,4%	6,5%	8,4%	21,3%	28,4%	15,9%	16,2%	521	7,7	0,1	
	Female	0,3%	0,9%	0,9%	4,5%	8,1%	16,7%	26,3%	20,2%	22,1%	598	8,1	0,1		
Age	24 years and younger	1,1%	1,5%	0,5%	6,5%	9,5%	24,1%	20,7%	11,2%	24,7%	118	7,8	0,3		
	25-34 years	0,9%	1,2%	0,9%	5,9%	7,5%	20,5%	27,0%	19,6%	16,6%	394	7,8	0,2		
	35-44 years	0,3%	0,6%	4,1%	8,3%	20,2%	29,8%	16,3%	20,4%	188	8,0	0,2			
	45-54 years	0,3%	0,9%	6,1%	8,4%	17,3%	27,4%	21,9%	17,7%	179	8,0	0,2			
	55 years and older	0,5%	0,8%	2,9%	4,5%	8,9%	13,7%	28,9%	18,2%	21,6%	241	8,0	0,2		
Profession	Managerial	0,8%	0,6%	3,7%	8,7%	18,6%	30,5%	16,4%	20,7%	166	8,0	0,2			
	Professional	1,3%	1,3%	5,7%	8,8%	20,0%	27,6%	19,1%	16,2%	381	7,9	0,2			
	Specialized staff	1,1%	0,8%	1,3%	6,2%	9,2%	17,3%	26,0%	23,3%	14,9%	156	7,8	0,3		
	Clerical/Service	2,9%	10,9%	21,2%	25,9%	18,4%	20,7%	48	8,1	0,4					
	Student	1,1%	1,6%	1,4%	6,1%	8,4%	20,9%	23,5%	14,1%	23,0%	117	7,8	0,3		
	Retired/Homemaker	1,2%	3,2%	5,8%	9,9%	15,5%	26,4%	19,0%	18,9%	99	7,8	0,3			
	Other	0,7%	1,3%	6,2%	3,8%	17,6%	28,7%	14,5%	27,1%	143	8,1	0,3			
Household income	Low	3,2%	6,8%	5,8%	26,6%	13,2%	9,9%	34,5%	32	8,1	0,6				
	Low average	1,8%	1,2%	5,1%	3,4%	19,8%	27,5%	16,4%	24,9%	102	8,1	0,3			
	Average	0,3%	0,4%	0,1%	0,3%	4,2%	5,8%	19,9%	27,1%	20,0%	22,0%	448	8,1	0,1	
	High average	1,0%	1,1%	1,7%	5,3%	11,1%	16,5%	29,4%	18,0%	15,8%	392	7,8	0,2		
	High	1,3%	2,4%	1,9%	11,8%	15,2%	15,2%	21,8%	16,2%	14,1%	101	7,4	0,4		
Nationality	American	0,7%	0,7%	1,4%	1,4%	5,6%	9,7%	25,0%	18,7%	36,8%	175	8,5	0,2		
	German	1,8%	1,8%	5,5%	3,6%	20,0%	20,0%	20,0%	27,3%	77	8,1	0,4			
	French	3,2%	1,6%	3,2%	3,2%	11,3%	30,6%	17,7%	17,7%	11,3%	64	7,4	0,5		
	Danish	2,7%	2,7%	5,4%	24,3%	27,0%	16,2%	21,6%	68	8,0	0,4				
	British	0,2%	0,7%	1,2%	6,7%	11,2%	21,9%	26,4%	16,5%	15,0%	243	7,7	0,2		
	Norwegian	4,9%	12,2%	9,8%	39,0%	14,6%	19,5%	75	8,0	0,4					
	Swedish	2,0%	4,0%	12,0%	4,0%	16,0%	28,0%	18,0%	16,0%	68	7,6	0,5			
	Spanish	14,3%	14,3%	14,3%	42,9%	14,3%	11	8,3	0,9						
	Italian	8,3%	41,7%	25,0%	16,7%	8,3%	12	7,8	0,7						
	Dutch	1,6%	13,1%	26,2%	47,5%	9,8%	1,6%	34	7,6	0,3					
	Other	0,4%	0,2%	8,5%	7,8%	19,0%	28,4%	20,6%	15,1%	293	7,9	0,2			
Market area	Scandinavia	1,5%	1,4%	1,3%	4,2%	7,0%	16,8%	31,7%	16,5%	19,5%	254	7,9	0,2		
	Britain	0,6%	0,8%	7,8%	9,4%	21,8%	28,0%	16,9%	14,8%	315	7,8	0,2			
	Central/South-Europe	0,9%	1,0%	1,5%	4,5%	9,6%	23,2%	25,5%	19,3%	14,4%	237	7,8	0,2		
	North America	0,6%	0,6%	1,4%	3,4%	4,7%	11,8%	23,0%	22,7%	31,8%	211	8,4	0,2		
	Other	1,3%	7,6%	12,5%	18,6%	28,0%	15,3%	16,6%	98	7,7	0,3				
Type of trip	Package tour	1,1%	1,5%	4,8%	5,7%	19,0%	30,7%	15,6%	21,6%	179	8,0	0,2			
	Individually arranged	0,2%	0,9%	0,7%	1,1%	5,4%	8,1%	19,1%	26,9%	18,4%	19,3%	757	7,9	0,1	
	Mix of both	0,3%	0,9%	0,7%	6,2%	11,0%	17,9%	25,5%	20,4%	17,1%	179	7,9	0,2		
Purpose of visit	Vacation/holiday	0,1%	0,7%	1,0%	1,2%	5,4%	8,7%	19,1%	26,0%	18,5%	19,3%	951	7,9	0,1	
	Conference/meeting	1,9%	6,2%	11,0%	15,4%	34,0%	11,5%	20,0%	95	7,8	0,3				
	Study/research	3,2%	5,8%	7,2%	17,9%	17,6%	21,2%	57	7,9	0,5					
	Visiting friends/relatives	1,3%	0,6%	4,4%	6,7%	15,8%	33,7%	12,3%	25,2%	94	8,1	0,3			
	Business/Employment	1,3%	10,5%	10,5%	11,9%	15,8%	25,7%	24,3%	45	8,0	0,5				
	Event in Iceland	1,3%	1,1%	1,9%	1,4%	8,7%	14,0%	27,3%	18,1%	26,3%	97	8,1	0,4		
	Other	1,2%	1,4%	6,2%	8,7%	17,1%	22,7%	17,7%	24,9%	85	8,0	0,4			

*Individuals asked: Everyone that did undertake cultural activities at least once [BE13]
**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[BE14_r2] Rate cultural activities in Iceland
- The service of companies with culturally based activities

Answers	Count	Pct. %	Conf. lim +/-
0	0	0,0%	0,0%
1	1	0,1%	0,2%
2	1	0,1%	0,2%
3	4	0,4%	0,4%
4	6	0,6%	0,5%
5	47	4,5%	1,3%
6	62	6,0%	1,4%
7	163	15,5%	2,2%
8	300	28,6%	2,7%
9	224	21,3%	2,5%
10	240	22,9%	2,5%
Number of answers	1048	100,0%	
Responded	1048	86,8%	
Did not respond**	159	13,2%	
Number of respondents	1207	100,0%	
Asked*	1207	55,3%	
Not asked	974	44,7%	
Number of participants	2181	100,0%	



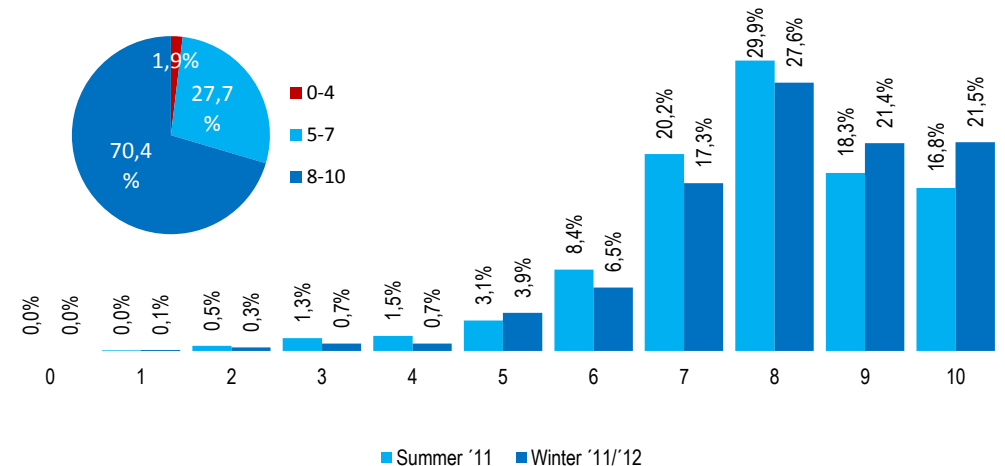
		0	1	2	3	4	5	6	7	8	9	10	Number of answers	Average	Conf. lim +/-
Total	Total	0,1%	0,1%	0,4%	0,6%	4,5%	6,0%	15,5%	28,6%	21,3%	22,9%	1048	8,2	0,1	
Gender	Male			0,5%	1,0%	5,0%	7,5%	15,4%	30,5%	22,3%	17,8%	494	8,1	0,1	
	Female	0,1%	0,2%	0,3%	0,2%	4,1%	4,6%	15,6%	26,9%	20,5%	27,5%	554	8,3	0,1	
Age	24 years and younger			1,1%	1,1%	5,4%	6,3%	25,3%	24,9%	14,4%	21,5%	117	7,9	0,3	
	25-34 years	0,2%			0,6%	4,8%	4,4%	18,6%	29,1%	20,6%	21,6%	372	8,2	0,1	
	35-44 years				0,5%	4,8%	9,4%	12,5%	28,3%	16,4%	28,2%	171	8,3	0,2	
	45-54 years					3,9%	4,4%	13,4%	32,5%	25,5%	20,2%	161	8,3	0,2	
	55 years and older		0,5%	1,1%	0,9%	3,9%	6,8%	9,2%	27,2%	26,9%	23,6%	227	8,3	0,2	
Profession	Managerial				0,8%	3,9%	6,7%	13,2%	30,6%	22,9%	21,9%	160	8,2	0,2	
	Professional	0,2%		0,7%		5,1%	5,7%	17,1%	30,7%	19,3%	21,1%	349	8,1	0,2	
	Specialized staff				0,9%	4,6%	5,0%	9,0%	32,0%	27,7%	20,7%	148	8,3	0,2	
	Clerical/Service					4,3%	10,5%	18,5%	24,8%	19,9%	22,0%	47	8,1	0,4	
	Student			1,1%	1,1%	6,1%	6,1%	21,8%	30,5%	12,7%	20,6%	115	7,9	0,3	
	Retired/Homemaker		1,4%		0,7%	4,2%	8,3%	10,6%	23,8%	29,3%	21,8%	87	8,2	0,3	
	Other				1,4%	2,9%	3,8%	17,4%	20,1%	19,4%	35,1%	133	8,5	0,3	
Household income	Low				2,3%	3,6%	5,3%	18,8%	27,5%	12,6%	29,9%	35	8,2	0,5	
	Low average					4,0%	2,0%	21,4%	23,1%	17,7%	31,8%	94	8,4	0,3	
	Average	0,2%		0,3%	0,5%	4,2%	5,5%	14,4%	27,4%	25,3%	22,2%	427	8,3	0,1	
	High average		0,3%	0,7%	0,5%	3,3%	8,0%	13,0%	33,3%	20,2%	20,7%	357	8,2	0,2	
	High				1,4%	12,4%	6,4%	17,6%	22,0%	17,0%	23,2%	97	7,9	0,3	
Nationality	American		0,8%			0,8%	3,1%	7,8%	20,9%	20,9%	45,7%	157	8,9	0,2	
	German			2,0%		3,9%		19,6%	19,6%	25,5%	29,4%	71	8,4	0,4	
	French			1,6%	1,6%	3,2%	12,9%	19,4%	22,6%	25,8%	12,9%	64	7,8	0,4	
	Danish					2,9%	8,8%	14,7%	29,4%	23,5%	20,6%	62	8,2	0,3	
	British				0,3%	4,6%	6,2%	18,5%	29,6%	21,2%	19,6%	223	8,1	0,2	
	Norwegian					2,5%	12,5%	12,5%	32,5%	17,5%	22,5%	73	8,2	0,3	
	Swedish				4,4%	8,9%	4,4%	13,3%	33,3%	17,8%	17,8%	61	7,9	0,4	
	Spanish							14,3%	28,6%	42,9%	14,3%	11	8,4	0,9	
	Italian								27,3%	36,4%	18,2%	18,2%	11	8,3	0,7
	Dutch						1,6%	7,9%	33,3%	41,3%	14,3%	1,6%	35	7,6	0,3
	Other		0,2%	0,4%	0,7%	7,7%	4,9%	14,9%	31,7%	21,1%	18,4%	279	8,0	0,2	
Market area	Scandinavia		0,3%		1,1%	3,3%	6,5%	14,3%	32,9%	20,3%	21,2%	239	8,2	0,2	
	Britain				0,2%	5,4%	6,5%	17,0%	32,2%	20,5%	18,2%	293	8,1	0,2	
	Central/South-Europe			1,1%	0,5%	5,3%	6,8%	20,6%	26,5%	21,9%	17,4%	229	8,0	0,2	
	North America		0,7%		0,4%	1,5%	2,8%	8,9%	22,6%	23,4%	39,7%	185	8,8	0,2	
	Other			1,3%	1,3%	8,9%	7,4%	14,0%	25,0%	20,4%	21,7%	98	8,0	0,3	
Type of trip	Package tour			0,8%	0,4%	5,5%	4,1%	14,1%	31,3%	23,1%	20,6%	166	8,2	0,2	
	Individually arranged		0,2%	0,3%	0,6%	4,8%	5,9%	16,3%	28,2%	20,9%	22,7%	716	8,2	0,1	
	Mix of both	0,4%			0,8%	2,3%	8,2%	13,5%	27,3%	21,5%	26,1%	161	8,3	0,2	
Purpose of visit	Vacation/holiday	0,1%	0,1%	0,4%	0,6%	4,1%	6,4%	15,3%	28,0%	21,3%	23,7%	887	8,2	0,1	
	Conference/meeting				1,4%	4,2%	9,8%	19,1%	33,0%	13,4%	19,1%	90	7,9	0,3	
	Study/research					4,8%	3,5%	18,3%	35,5%	20,1%	17,8%	53	8,2	0,4	
	Visiting friends/relatives					5,4%	1,8%	17,0%	28,3%	18,8%	28,7%	87	8,4	0,3	
	Business/Employment					7,2%	5,8%	11,3%	25,5%	26,8%	23,4%	46	8,3	0,4	
	Event in Iceland			1,3%		5,2%	4,7%	11,0%	26,6%	23,2%	27,9%	97	8,4	0,3	
	Other				1,0%	10,1%	2,9%	15,0%	21,8%	20,6%	28,7%	79	8,2	0,4	

*Individuals asked: Everyone that did undertake cultural activities at least once [BE13]
**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[BE14_r3] Rate cultural activities in Iceland
- Cultural activities in general



Answers	Count	Pct. %	Conf. lim +/-
0	0	0,0%	0,0%
1	1	0,1%	0,2%
2	4	0,3%	0,3%
3	8	0,7%	0,5%
4	8	0,7%	0,5%
5	43	3,9%	1,1%
6	73	6,5%	1,4%
7	192	17,3%	2,2%
8	307	27,6%	2,6%
9	238	21,4%	2,4%
10	239	21,5%	2,4%
Number of answers	1114	100,0%	
Responded	1114	92,3%	
Did not respond**	93	7,7%	
Number of respondents	1207	100,0%	
Asked*	1207	55,4%	
Not asked	973	44,6%	
Number of participants	2180	100,0%	



Average	Value
Winter '11/'12	8,1
Summer '11	7,9

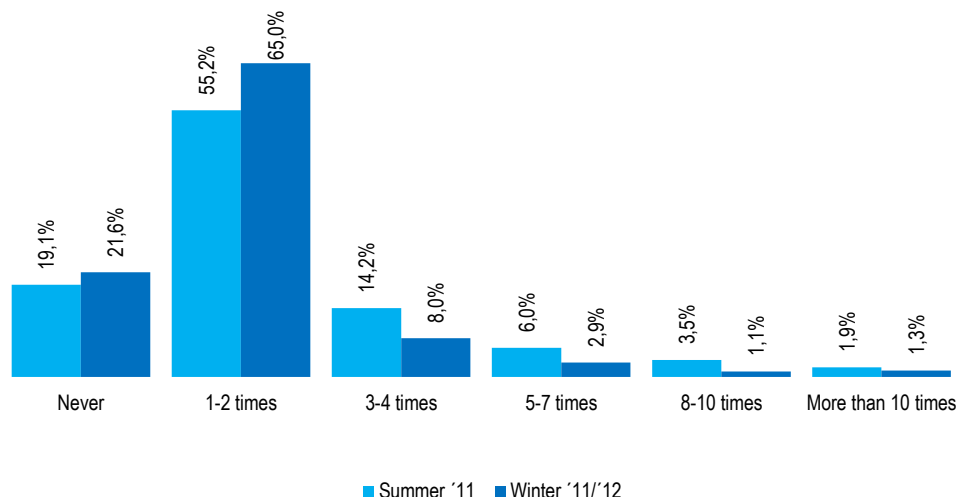
		0	1	2	3	4	5	6	7	8	9	10	Number of answers	Average	Conf. lim +/-
Total	Total	0,1%	0,3%	0,7%	0,7%	3,9%	6,5%	17,3%	27,6%	21,4%	21,5%	1114	8,1	0,1	
Gender	Male	0,2%	0,2%	1,0%	1,3%	4,0%	6,7%	18,5%	29,9%	21,9%	16,2%	520	8,0	0,1	
	Female	0,4%	0,5%	0,2%	3,8%	6,4%	16,2%	25,6%	20,9%	26,0%	593	8,3	0,1		
Age	24 years and younger	1,1%	1,5%	1,1%	5,7%	4,0%	25,6%	17,8%	14,0%	29,2%	118	8,0	0,3		
	25-34 years	0,6%	0,8%	0,2%	3,7%	7,7%	17,8%	28,2%	21,1%	19,9%	390	8,1	0,2		
	35-44 years			0,8%	5,0%	6,8%	17,5%	26,3%	22,4%	21,1%	191	8,2	0,2		
	45-54 years			0,3%	2,8%	5,9%	14,8%	33,2%	24,2%	18,7%	174	8,2	0,2		
	55 years and older	0,4%	1,1%	1,9%	3,2%	6,0%	13,8%	28,4%	22,6%	22,4%	241	8,2	0,2		
Profession	Managerial	0,8%	1,2%	3,0%	5,4%	16,1%	31,3%	21,4%	20,7%	170	8,2	0,2			
	Professional	0,3%	0,7%	0,6%	0,2%	4,5%	7,3%	19,6%	28,1%	21,5%	17,3%	380	8,0	0,2	
	Specialized staff	0,4%	1,8%	0,4%	1,8%	4,8%	8,3%	10,5%	30,2%	26,0%	18,0%	151	8,1	0,2	
	Clerical/Service				2,9%	11,1%	18,5%	25,3%	16,7%	25,5%	48	8,2	0,4		
	Student	1,1%	1,6%	6,3%	3,0%	23,5%	22,5%	13,7%	28,4%	117	8,1	0,3			
	Retired/Homemaker	1,2%	1,2%	1,8%	6,7%	15,0%	30,4%	18,4%	25,2%	99	8,2	0,3			
	Other	0,7%	1,0%	2,3%	5,0%	15,8%	21,8%	25,2%	28,1%	140	8,4	0,2			
Househ. income	Low			2,4%	6,8%	19,5%	24,6%	9,8%	36,9%	33	8,4	0,5			
	Low average				4,9%	2,0%	17,8%	26,8%	22,5%	26,1%	100	8,4	0,3		
	Average	0,4%	0,4%	0,4%	2,2%	6,6%	16,3%	26,0%	24,1%	23,5%	443	8,3	0,1		
	High average	0,3%	0,5%	1,3%	0,7%	4,5%	7,6%	16,7%	29,9%	20,4%	18,1%	394	8,0	0,2	
	High	1,4%	2,7%	8,2%	8,6%	18,2%	26,4%	17,1%	17,5%	100	7,7	0,3			
Nationality	American	0,7%	2,1%	2,1%	10,4%	26,4%	19,4%	38,9%	175	8,7	0,2				
	German	1,8%	3,6%	3,6%	12,7%	21,8%	23,6%	32,7%	77	8,5	0,4				
	French	1,6%	1,6%	4,9%	4,9%	26,2%	19,7%	27,9%	13,1%	63	7,8	0,4			
	Danish	2,9%	2,9%	8,6%	8,6%	31,4%	22,9%	22,9%	64	8,2	0,4				
	British	0,3%	0,8%	4,5%	8,1%	21,5%	28,0%	20,2%	16,7%	240	8,0	0,2			
	Norwegian	2,3%	9,3%	14,0%	34,9%	20,9%	18,6%	79	8,1	0,3					
	Swedish	2,0%	4,0%	10,0%	4,0%	12,0%	28,0%	28,0%	12,0%	68	7,8	0,4			
	Spanish				14,3%	28,6%	14,3%	42,9%	11	8,7	1,0				
	Italian				9,1%	18,2%	36,4%	27,3%	9,1%	11	8,1	0,7			
	Dutch				10,2%	39,0%	37,3%	10,2%	3,4%	33	7,6	0,3			
	Other	0,7%	0,3%	1,2%	4,9%	7,6%	19,3%	26,9%	21,0%	18,2%	293	8,0	0,2		
Market area	Scandinavia	1,0%	1,3%	1,1%	4,1%	6,4%	12,1%	33,1%	22,8%	18,2%	253	8,1	0,2		
	Britain	0,2%	0,6%	4,7%	7,4%	22,4%	28,2%	20,4%	16,1%	314	8,0	0,2			
	Central/South-Europe	0,4%	1,4%	0,9%	3,0%	6,9%	20,7%	24,8%	22,0%	19,8%	235	8,0	0,2		
	North America	0,6%	0,8%	2,5%	2,2%	11,5%	26,3%	22,4%	33,8%	209	8,6	0,2			
	Other	1,3%	6,3%	12,6%	17,6%	22,0%	17,6%	22,7%	99	7,9	0,3				
Type of trip	Package tour	0,8%	0,7%	4,9%	3,6%	18,2%	28,9%	19,4%	23,6%	182	8,2	0,2			
	Individually arranged	0,1%	0,4%	0,9%	0,8%	3,7%	6,8%	16,7%	27,4%	22,3%	20,7%	754	8,1	0,1	
	Mix of both	0,4%	0,5%	3,8%	5,5%	18,0%	26,6%	19,8%	22,5%	172	8,1	0,2			
Purpose of visit	Vacation/holiday	0,1%	0,4%	0,9%	0,9%	3,8%	6,6%	17,8%	26,7%	21,4%	21,6%	949	8,1	0,1	
	Conference/meeting	1,9%	2,6%	10,4%	14,0%	38,6%	13,5%	19,0%	95	8,0	0,3				
	Study/research	3,2%	4,0%	5,8%	13,0%	31,6%	21,4%	21,0%	57	8,1	0,4				
	Visiting friends/relatives	5,3%	4,6%	14,5%	26,7%	23,1%	25,8%	94	8,4	0,3					
	Business/Employment	4,3%	1,7%	13,2%	10,1%	18,3%	25,7%	26,7%	48	8,2	0,5				
	Event in Iceland	1,3%	0,8%	3,4%	2,4%	13,5%	25,4%	21,4%	31,8%	100	8,4	0,3			
	Other	1,7%	3,6%	4,8%	18,6%	21,9%	22,7%	26,8%	80	8,3	0,3				

*Individuals asked: Everyone that did undertake cultural activities at least once [BE13]
**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[BE15] How often did you undertake health-related activities in Iceland, e.g. swimming, natural baths, spas / health treatment, etc.?



Answers	Count	Pct. %	Conf. lim +/-
Never	466	21,6%	1,7%
1-2 times	1399	65,0%	2,0%
3-4 times	172	8,0%	1,1%
5-7 times	63	2,9%	0,7%
8-10 times	24	1,1%	0,4%
More than 10 times	29	1,3%	0,5%
Number of answers	2152	100,0%	
Responded	2152	98,6%	
Did not respond**	29	1,4%	
Number of respondents	2181	100,0%	
Asked*	2181	100,0%	
Not asked	0	0,0%	
Number of participants	2181	100,0%	



		Never	1-2 times	3-4 times	5-7 times	8-10 times	More than 10 times	Number of answers
Total	Total	21,6%	65,0%	8,0%	2,9%	1,1%	1,3%	2152
Gender	Male	25,9%	60,2%	8,1%	3,0%	0,9%	2,0%	986
	Female	18,1%	69,1%	7,9%	2,9%	1,3%	0,7%	1166
Age	24 years and younger	13,6%	65,9%	10,0%	4,5%	1,9%	4,2%	208
	25-34 years	15,4%	70,2%	9,7%	2,5%	1,1%	1,1%	731
	35-44 years	23,2%	61,0%	9,6%	4,5%	1,2%	0,6%	407
	45-54 years	26,3%	63,8%	5,7%	2,2%	0,9%	1,0%	368
	55 years and older	30,5%	60,7%	4,6%	2,1%	0,8%	1,3%	438
Profession	Managerial	24,3%	65,7%	7,2%	2,0%	0,8%		321
	Professional	19,5%	67,3%	8,3%	2,4%	1,4%	1,0%	725
	Specialized staff	21,1%	67,0%	7,3%	2,8%	0,9%	0,9%	281
	Clerical/Service	22,0%	71,2%	3,6%	1,4%	1,8%		127
	Student	16,2%	62,6%	9,4%	7,6%	0,3%	4,0%	222
	Retired/Homemaker	32,6%	58,3%	5,9%	0,7%		2,5%	178
	Other	22,2%	58,6%	10,8%	4,3%	2,1%	2,0%	264
Household income	Low	23,5%	54,3%	2,6%	11,4%	3,4%	4,9%	54
	Low average	22,7%	60,1%	11,3%	4,3%	0,7%	1,0%	180
	Average	20,1%	66,8%	7,5%	2,9%	1,3%	1,5%	843
	High average	23,2%	64,4%	8,0%	2,4%	1,1%	1,0%	803
	High	21,0%	64,2%	10,7%	2,7%	0,7%	0,7%	178
Nationality	American	18,2%	67,0%	10,6%	3,4%	0,4%	0,4%	321
	German	20,8%	61,3%	12,3%	2,8%		2,8%	148
	French	14,9%	71,3%	5,0%	2,0%	3,0%	4,0%	105
	Danish	36,3%	38,8%	17,5%	5,0%	1,3%	1,3%	146
	British	24,8%	69,9%	3,2%	1,5%	0,6%		437
	Norwegian	20,8%	66,0%	6,6%	3,8%	2,8%		194
	Swedish	30,3%	63,6%	2,0%	3,0%	1,0%		134
	Spanish	14,3%	57,1%	23,8%	4,8%			32
	Italian	19,0%	66,7%	9,5%			4,8%	22
	Dutch	26,4%	66,4%	4,3%	0,7%	0,7%	1,4%	79
	Other	16,5%	67,0%	8,7%	3,5%	1,4%	2,8%	532
Market area	Scandinavia	27,1%	57,4%	9,2%	4,0%	1,7%	0,7%	555
	Britain	21,8%	73,5%	3,0%	1,4%	0,4%		576
	Central/South-Europe	19,6%	63,7%	10,7%	2,3%	1,1%	2,6%	454
	North America	17,4%	67,0%	10,9%	3,1%	0,5%	1,2%	378
	Other	18,4%	61,7%	7,5%	5,5%	2,1%	4,8%	182
Type of trip	Package tour	23,9%	69,4%	3,7%	2,6%		0,3%	379
	Individually arranged	23,3%	61,4%	9,2%	3,0%	1,6%	1,4%	1445
	Mix of both	11,6%	75,7%	7,6%	2,9%		2,1%	315
Purpose of visit	Vacation/holiday	18,6%	68,8%	8,1%	2,9%	0,9%	0,8%	1784
	Conference/meeting	40,2%	46,4%	9,0%	3,5%	0,9%		214
	Study/research	27,1%	41,9%	11,4%	7,7%	2,0%	9,9%	90
	Visiting friends/relatives	27,0%	47,0%	11,7%	7,4%	5,4%	1,4%	143
	Business/Employment	49,0%	33,1%	5,0%	3,2%	2,7%	7,0%	97
	Event in Iceland	27,7%	59,0%	6,6%	3,5%	1,3%	1,9%	143
	Other	15,4%	60,4%	13,2%	3,0%	3,2%	4,8%	148

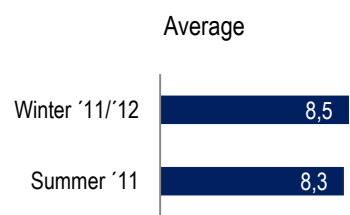
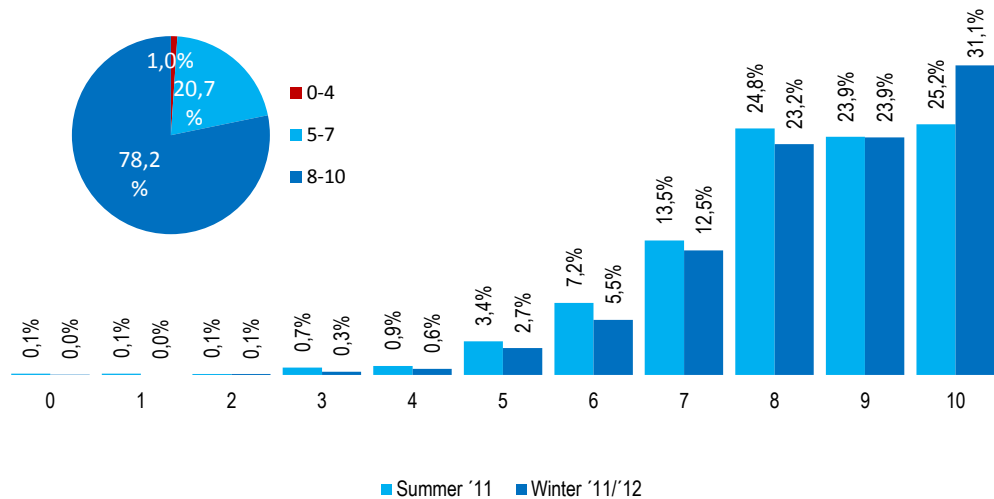
*Individuals asked: Everyone

**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[BE16_r1] Rate health-related activities in Iceland
- Variety of health-related activities



Answers	Count	Pct. %	Conf. lim +/-
0	1	0,0%	0,1%
1	0	0,0%	0,0%
2	1	0,1%	0,1%
3	5	0,3%	0,3%
4	9	0,6%	0,4%
5	40	2,7%	0,8%
6	82	5,5%	1,2%
7	185	12,5%	1,7%
8	344	23,2%	2,2%
9	353	23,9%	2,2%
10	461	31,1%	2,4%
Number of answers	1480	100,0%	
Responded	1480	87,8%	
Did not respond**	206	12,2%	
Number of respondents	1686	100,0%	
Asked*	1686	77,3%	
Not asked	495	22,7%	
Number of participants	2181	100,0%	

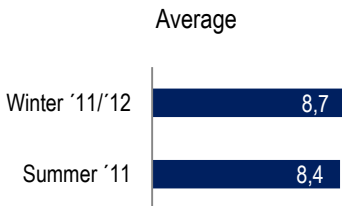
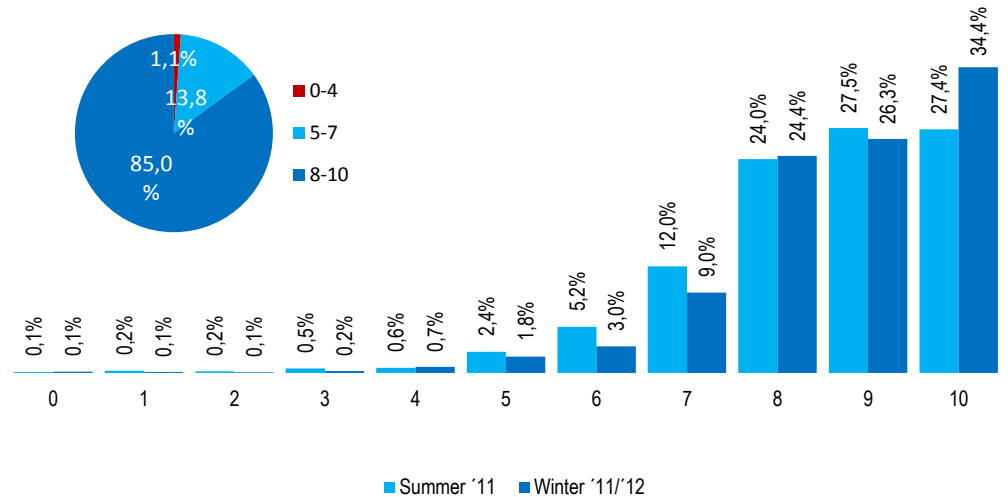


		0	1	2	3	4	5	6	7	8	9	10	Number of answers	Average	Conf. lim +/-
Total	Total	0,0%	0,1%	0,3%	0,6%	2,7%	5,5%	12,5%	23,2%	23,9%	31,1%	1480	8,5	0,1	
Gender	Male	0,1%	0,1%	0,4%	1,0%	3,2%	5,4%	15,2%	25,5%	24,8%	24,5%	634	8,3	0,1	
	Female	0,1%	0,3%	0,3%	2,3%	5,6%	10,5%	21,5%	23,2%	36,1%	845	8,6	0,1		
Age	24 years and younger			0,8%	0,8%	3,5%	6,3%	15,5%	19,9%	26,0%	27,2%	160	8,3	0,2	
	25-34 years			0,2%	0,1%	2,7%	5,6%	12,7%	25,1%	21,5%	32,1%	549	8,5	0,1	
	35-44 years			0,2%		0,9%	1,8%	7,0%	11,6%	22,9%	22,7%	274	8,5	0,2	
	45-54 years		0,2%		0,7%		2,3%	4,0%	11,2%	23,7%	27,4%	30,4%	239	8,6	0,2
	55 years and older		0,2%	0,2%	1,7%	3,3%	4,7%	12,5%	21,2%	25,7%	30,3%	258	8,4	0,2	
Profession	Managerial			0,5%		2,5%	5,4%	9,1%	31,2%	22,2%	29,0%	215	8,5	0,2	
	Professional		0,1%	0,3%	0,5%	2,8%	6,0%	12,5%	24,1%	24,6%	29,2%	519	8,5	0,1	
	Specialized staff		0,3%	0,6%	1,7%	6,6%	16,2%	21,4%	22,2%	31,1%	191	8,5	0,2		
	Clerical/Service		0,7%	0,7%	0,9%	1,8%	5,9%	15,9%	26,9%	21,3%	25,9%	89	8,3	0,3	
	Student			0,8%	0,4%	3,8%	2,6%	10,8%	16,1%	35,7%	29,8%	161	8,6	0,2	
	Retired/Homemaker			1,2%	5,3%	3,0%	12,6%	22,5%	22,8%	32,6%	103	8,5	0,3		
	Other		0,3%		0,7%	1,9%	6,2%	11,5%	19,8%	17,2%	42,3%	180	8,7	0,2	
Household income	Low					2,4%	2,4%	17,4%	16,5%	14,8%	46,5%	33	8,8	0,5	
	Low average					3,4%	4,5%	6,9%	22,8%	27,5%	35,0%	122	8,7	0,2	
	Average		0,1%		0,8%	2,2%	4,9%	13,0%	22,3%	24,5%	32,3%	587	8,6	0,1	
	High average		0,2%	0,8%	0,7%	2,7%	5,3%	14,3%	25,7%	23,3%	27,0%	546	8,4	0,1	
	High			0,5%	4,2%	10,5%	6,4%	24,2%	22,3%	31,9%	131	8,4	0,3		
Nationality	American				1,0%	1,5%	5,1%	9,2%	19,5%	16,9%	46,7%	237	8,8	0,2	
	German				2,8%	2,8%	7,0%	29,6%	25,4%	32,4%	99	8,7	0,2		
	French			1,2%	3,6%	8,4%	13,3%	24,1%	25,3%	24,1%	86	8,3	0,3		
	Danish			2,2%	6,5%	8,7%	17,4%	28,3%	37,0%	84	8,7	0,3			
	British		0,4%	0,4%	0,6%	2,9%	5,4%	13,6%	24,7%	23,8%	28,0%	289	8,4	0,2	
	Norwegian			4,5%	17,9%	28,4%	26,9%	22,4%	122	8,4	0,2				
	Swedish			1,8%	5,5%	5,5%	10,9%	20,0%	21,8%	34,5%	74	8,5	0,4		
	Spanish				12,5%	12,5%	18,8%	31,3%	25,0%	24	8,4	0,6			
	Italian				13,3%	33,3%	13,3%	40,0%	16	8,7	0,8				
	Dutch		1,0%	1,0%	2,1%	8,3%	19,8%	34,4%	25,0%	8,3%	54	7,9	0,4		
	Other			0,5%	0,4%	2,8%	6,3%	13,9%	21,2%	25,5%	29,4%	392	8,5	0,1	
Market area	Scandinavia			1,1%	3,0%	3,1%	11,7%	23,0%	27,6%	30,5%	336	8,6	0,1		
	Britain		0,3%	0,3%	0,5%	2,6%	6,0%	14,4%	24,5%	23,4%	28,2%	401	8,4	0,1	
	Central/South-Europe		0,2%	0,5%	2,5%	7,7%	13,9%	27,8%	23,0%	24,4%	330	8,3	0,2		
	North America		0,3%	1,2%	2,1%	4,8%	9,0%	17,8%	20,8%	44,1%	279	8,8	0,2		
	Other			0,9%	3,8%	6,6%	13,3%	20,5%	24,0%	30,8%	132	8,4	0,3		
Type of trip	Package tour		0,2%	0,2%	0,2%	0,7%	1,0%	7,6%	9,7%	25,6%	21,4%	33,3%	252	8,5	0,2
	Individually arranged			0,3%	0,6%	3,4%	5,9%	12,9%	22,4%	24,1%	30,5%	970	8,5	0,1	
	Mix of both		0,2%	0,7%	0,6%	1,7%	2,3%	13,7%	24,0%	25,5%	31,3%	250	8,6	0,2	
Purpose of visit	Vacation/holiday		0,0%	0,1%	0,4%	0,5%	2,6%	5,7%	12,9%	23,4%	23,0%	31,2%	1284	8,5	0,1
	Conference/meeting			1,2%	0,7%	3,0%	3,0%	9,6%	26,3%	26,1%	30,1%	103	8,5	0,3	
	Study/research						7,5%	9,9%	19,1%	35,3%	28,2%	57	8,7	0,3	
	Visiting friends/relatives				2,4%	3,9%	3,7%	14,1%	34,3%	41,7%	91	9,0	0,3		
	Business/Employment				4,1%	8,6%	5,9%	12,7%	20,8%	9,2%	38,7%	45	8,2	0,6	
	Event in Iceland			1,4%	2,0%	0,7%	4,3%	8,8%	25,0%	24,3%	33,6%	92	8,6	0,3	
	Other			0,9%	4,4%	3,1%	9,7%	11,7%	31,0%	39,2%	111	8,8	0,3		

*Individuals asked: Everyone that did undertake health-related activities at least once [BE15]
**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[BE16_r2] Rate health-related activities in Iceland
- Service of companies with health-related activities

Answers	Count	Pct. %	Conf. lim +/-
0	2	0,1%	0,2%
1	1	0,1%	0,1%
2	1	0,1%	0,1%
3	3	0,2%	0,2%
4	10	0,7%	0,4%
5	29	1,8%	0,7%
6	47	3,0%	0,8%
7	142	9,0%	1,4%
8	384	24,4%	2,1%
9	414	26,3%	2,2%
10	541	34,4%	2,3%
Number of answers 1575 100,0%			
Responded 1575 93,4%			
Did not respond** 111 6,6%			
Number of respondents 1686 100,0%			
Asked* 1686 77,3%			
Not asked 495 22,7%			
Number of participants 2181 100,0%			



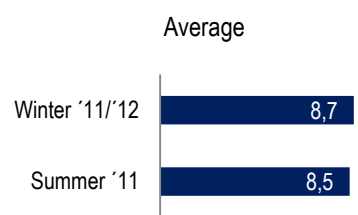
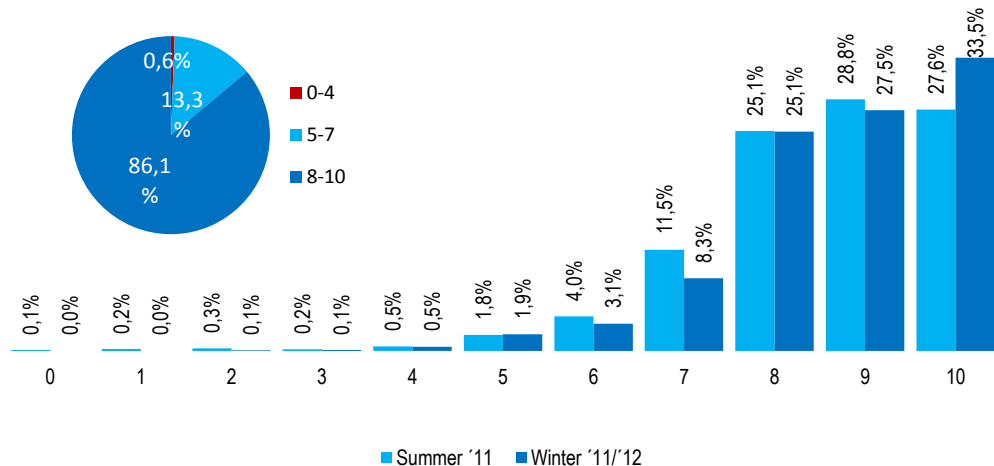
		0	1	2	3	4	5	6	7	8	9	10	Number of answers	Average	Conf. lim +/-
Total	Total	0,1%	0,1%	0,1%	0,2%	0,7%	1,8%	3,0%	9,0%	24,4%	26,3%	34,4%	1575	8,7	0,1
Gender	Male	0,1%	0,2%			0,9%	1,5%	2,6%	8,4%	27,5%	28,8%	29,9%	682	8,6	0,1
	Female	0,1%		0,1%	0,3%	0,5%	2,1%	3,3%	9,5%	22,0%	24,4%	37,8%	893	8,7	0,1
Age	24 years and younger		0,7%		0,4%	0,7%	1,5%	5,0%	8,5%	22,2%	26,7%	34,2%	169	8,6	0,2
	25-34 years	0,1%		0,1%		0,2%	1,7%	2,4%	8,1%	24,6%	27,9%	35,0%	590	8,8	0,1
	35-44 years				0,8%	2,3%	1,2%	2,6%	8,2%	27,9%	19,5%	37,4%	295	8,6	0,2
	45-54 years	0,4%		0,2%			1,4%	3,4%	10,7%	23,2%	27,1%	33,4%	245	8,7	0,2
	55 years and older					0,5%	3,3%	3,0%	10,9%	22,5%	29,1%	30,7%	276	8,6	0,2
Profession	Managerial					0,8%	2,5%	2,7%	8,4%	28,9%	23,6%	33,1%	228	8,7	0,2
	Professional	0,1%		0,1%	0,2%	0,3%	1,1%	4,0%	8,7%	25,0%	27,0%	33,4%	552	8,7	0,1
	Specialized staff				0,6%		2,7%	2,0%	12,4%	24,8%	23,4%	34,0%	208	8,6	0,2
	Clerical/Service			0,6%		4,4%	1,3%	0,6%	12,7%	29,9%	24,0%	26,5%	96	8,4	0,3
	Student		0,7%		0,4%		1,1%	2,4%	6,2%	20,6%	37,6%	31,1%	172	8,8	0,2
	Retired/Homemaker						4,6%	3,5%	10,4%	22,6%	22,7%	36,1%	105	8,6	0,3
	Other	0,5%				0,7%	1,7%	3,3%	7,0%	19,8%	22,8%	44,2%	194	8,9	0,2
Househ. income	Low							3,6%	10,5%	12,4%	29,5%	44,1%	38	9,0	0,4
	Low average					1,1%	2,4%	1,5%	5,5%	21,0%	25,2%	43,3%	129	8,9	0,2
	Average	0,2%	0,2%		0,2%	0,4%	2,0%	3,1%	8,8%	23,5%	26,6%	35,1%	630	8,7	0,1
	High average			0,2%	0,3%	1,2%	1,5%	3,1%	10,1%	27,5%	25,9%	30,2%	575	8,6	0,1
	High	0,6%					3,1%	2,0%	8,9%	22,5%	27,7%	35,1%	137	8,7	0,2
Nationality	American				0,5%	0,5%	1,4%	0,5%	6,2%	16,7%	23,9%	50,2%	254	9,1	0,2
	German						1,3%	2,7%	6,7%	30,7%	17,3%	41,3%	105	8,8	0,2
	French	1,2%				1,2%	2,4%	4,8%	7,2%	32,5%	24,1%	26,5%	86	8,4	0,3
	Danish					4,3%		4,3%	12,8%	21,3%	27,7%	29,8%	86	8,5	0,3
	British		0,2%	0,2%			1,8%	2,4%	9,7%	22,5%	27,3%	36,0%	306	8,8	0,1
	Norwegian					1,4%	2,7%	2,7%	9,5%	33,8%	25,7%	24,3%	135	8,5	0,2
	Swedish				3,1%	1,6%	7,8%	9,4%	20,3%	25,0%	32,8%	87	8,5	0,3	
	Spanish								16,7%	22,2%	44,4%	16,7%	27	8,6	0,4
	Italian								6,7%	13,3%	26,7%	53,3%	16	9,3	0,5
	Dutch			1,0%			2,0%	5,9%	17,8%	39,6%	24,8%	8,9%	57	8,0	0,3
	Other	0,2%	0,3%		0,3%		2,4%	3,4%	8,7%	23,8%	29,0%	31,9%	415	8,6	0,1
Market area	Scandinavia					2,2%	1,4%	3,7%	10,3%	24,8%	29,1%	28,5%	367	8,6	0,1
	Britain			0,1%	0,4%		1,6%	2,7%	9,9%	21,4%	29,3%	34,6%	428	8,8	0,1
	Central/South-Europe	0,3%		0,2%		0,3%	1,3%	4,5%	9,8%	32,7%	20,3%	30,6%	342	8,5	0,1
	North America	0,3%			0,4%	0,4%	1,2%	1,0%	5,9%	18,1%	25,9%	46,8%	294	9,0	0,1
	Other		0,9%				6,2%	2,7%	8,0%	25,3%	25,1%	31,9%	141	8,5	0,3
Type of trip	Package tour			0,2%			2,3%	2,6%	8,0%	21,6%	26,7%	38,5%	269	8,8	0,2
	Individually arranged	0,2%	0,1%	0,1%	0,2%	0,8%	1,5%	3,4%	9,5%	25,8%	25,6%	32,7%	1033	8,6	0,1
	Mix of both				0,2%	0,7%	2,5%	1,7%	8,4%	22,1%	29,0%	35,3%	266	8,8	0,2
Purpose of visit	Vacation/holiday	0,1%	0,1%	0,1%	0,2%	0,5%	1,6%	2,8%	9,4%	24,7%	25,5%	35,0%	1367	8,7	0,1
	Conference/meeting					1,7%	2,8%	3,0%	11,4%	26,3%	27,6%	27,3%	111	8,5	0,3
	Study/research				1,1%		2,2%	2,2%	6,3%	12,1%	47,7%	28,5%	57	8,8	0,3
	Visiting friends/relatives						2,6%	5,8%	5,5%	22,2%	31,3%	32,7%	93	8,7	0,3
	Business/Employment					4,0%	5,6%	1,8%	6,7%	18,1%	27,8%	36,0%	46	8,6	0,5
	Event in Iceland		1,3%			3,1%		1,1%	4,9%	23,9%	28,6%	37,2%	98	8,7	0,3
	Other	0,9%					2,8%	1,2%	7,7%	18,1%	31,9%	37,4%	116	8,8	0,3

*Individuals asked: Everyone that did undertake health-related activities at least once [BE15]
**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[BE16_r3] Rate health-related activities in Iceland
- Health-related activities in general



Answers	Count	Pct. %	Conf. lim +/-
0	0	0,0%	0,0%
1	0	0,0%	0,0%
2	1	0,1%	0,1%
3	1	0,1%	0,1%
4	7	0,5%	0,3%
5	29	1,9%	0,7%
6	48	3,1%	0,9%
7	128	8,3%	1,4%
8	385	25,1%	2,2%
9	423	27,5%	2,2%
10	515	33,5%	2,4%
Number of answers	1536	100,0%	
Responded	1536	91,1%	
Did not respond**	150	8,9%	
Number of respondents	1686	100,0%	
Asked*	2181	100,0%	
Not asked	0	0,0%	
Number of participants	2181	100,0%	

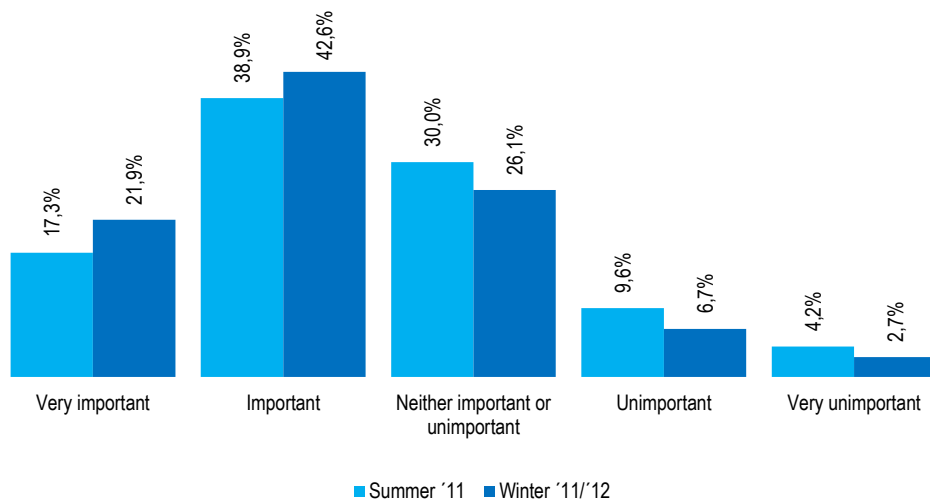


		0	1	2	3	4	5	6	7	8	9	10	Number of answers	Average	Conf. lim +/-	
Total	Total			0,1%	0,1%	0,5%	1,9%	3,1%	8,3%	25,1%	27,5%	33,5%	1536	8,7	0,1	
Gender	Male			0,1%	0,2%	1,0%	1,9%	2,1%	9,2%	27,7%	29,4%	28,4%	663	8,6	0,1	
	Female					0,1%	1,9%	3,9%	7,6%	23,1%	26,1%	37,4%	873	8,8	0,1	
Age	24 years and younger				0,8%	0,7%	0,8%	2,7%	11,3%	20,9%	26,6%	36,2%	165	8,7	0,2	
	25-34 years			0,1%		0,2%	1,6%	1,8%	6,9%	26,7%	28,5%	34,2%	582	8,8	0,1	
	35-44 years					0,9%	1,8%	4,9%	6,7%	28,6%	20,2%	36,9%	286	8,7	0,2	
	45-54 years						1,5%	4,4%	8,9%	22,9%	29,8%	32,5%	246	8,7	0,2	
	55 years and older					0,8%	3,8%	3,2%	10,7%	22,1%	31,9%	27,5%	257	8,6	0,2	
Profession	Managerial					0,6%	1,7%	5,3%	5,6%	29,9%	24,4%	32,4%	224	8,7	0,2	
	Professional			0,2%		0,6%	1,1%	2,9%	8,6%	25,1%	29,2%	32,3%	544	8,7	0,1	
	Specialized staff						2,9%	3,7%	10,4%	26,5%	24,2%	32,2%	203	8,6	0,2	
	Clerical/Service						3,2%	3,3%	11,2%	30,3%	28,5%	23,5%	93	8,5	0,3	
	Student				0,8%		0,8%	0,4%	8,1%	20,1%	33,0%	37,0%	166	8,9	0,2	
	Retired/Homemaker						5,4%	2,4%	10,2%	22,9%	25,9%	33,2%	101	8,6	0,3	
	Other					0,7%	1,7%	1,9%	6,1%	22,7%	24,3%	42,5%	184	8,9	0,2	
Househ. income	Low						2,2%		9,0%	22,2%	26,5%	40,1%	36	8,9	0,4	
	Low average						3,1%	1,8%	6,1%	19,0%	29,3%	40,8%	124	8,9	0,2	
	Average				0,2%	0,5%	2,3%	3,1%	6,8%	24,4%	28,1%	34,5%	618	8,7	0,1	
	High average					0,8%	1,2%	3,0%	10,6%	28,1%	26,5%	29,8%	566	8,6	0,1	
	High				0,6%		2,5%	3,7%	7,5%	25,2%	26,2%	34,2%	130	8,7	0,2	
Nationality	American					0,5%	1,5%	2,5%	4,9%	17,2%	25,0%	48,5%	248	9,1	0,1	
	German							2,6%		32,9%	27,6%	36,8%	106	9,0	0,2	
	French						2,5%	4,9%	8,6%	33,3%	22,2%	28,4%	84	8,5	0,3	
	Danish					2,2%		6,5%	8,7%	21,7%	23,9%	37,0%	84	8,7	0,3	
	British					0,2%	1,0%	3,5%	10,1%	22,7%	29,5%	32,9%	293	8,7	0,1	
	Norwegian						5,6%	2,8%	12,5%	27,8%	30,6%	20,8%	132	8,4	0,2	
	Swedish					1,6%	1,6%	3,3%	11,5%	26,2%	24,6%	31,1%	83	8,6	0,3	
	Spanish								13,3%	20,0%	46,7%	20,0%	23	8,7	0,4	
	Italian								29,4%	29,4%	41,2%	18	9,1	0,4		
	Dutch						1,0%	1,0%	2,1%	20,8%	42,7%	25,0%	7,3%	54	8,1	0,3
	Other				0,2%	0,3%	0,4%	2,7%	2,8%	7,6%	24,9%	28,2%	32,9%	411	8,7	0,1
Market area	Scandinavia					0,9%	2,6%	3,0%	10,3%	25,2%	28,5%	29,6%	356	8,6	0,1	
	Britain					0,1%	1,0%	3,4%	10,6%	22,7%	30,0%	32,1%	412	8,7	0,1	
	Central/South-Europe					0,7%	1,0%	3,4%	7,0%	36,0%	24,2%	27,7%	335	8,6	0,1	
	North America				0,3%		0,4%	1,5%	1,9%	5,3%	16,9%	28,3%	45,4%	290	9,0	0,1
	Other					0,9%		5,3%	4,4%	6,2%	22,8%	24,4%	35,9%	141	8,6	0,3
Type of trip	Package tour						1,4%	3,6%	6,5%	24,5%	29,8%	34,3%	263	8,8	0,1	
	Individually arranged				0,1%	0,1%	0,7%	2,1%	3,3%	9,3%	25,3%	26,5%	32,6%	1008	8,7	0,1
	Mix of both					0,2%	1,7%	1,8%	6,3%	25,3%	29,2%	35,4%	258	8,8	0,1	
Purpose of visit	Vacation/holiday				0,1%	0,1%	0,4%	2,0%	3,2%	8,6%	25,3%	26,7%	33,6%	1331	8,7	0,1
	Conference/meeting							1,7%	2,8%	6,9%	32,1%	25,5%	31,0%	110	8,7	0,2
	Study/research							2,3%	8,7%	21,7%	40,2%	27,1%	55	8,8	0,3	
	Visiting friends/relatives						2,0%	2,6%	6,5%	16,1%	30,4%	42,4%	94	9,0	0,2	
	Business/Employment						3,9%	4,4%		5,5%	17,7%	20,8%	47,7%	47	8,8	0,5
	Event in Iceland					1,3%	3,1%		2,0%	2,1%	23,9%	29,9%	37,7%	93	8,8	0,3
	Other						0,8%	1,8%	2,4%	4,5%	15,2%	35,6%	39,8%	110	9,0	0,2

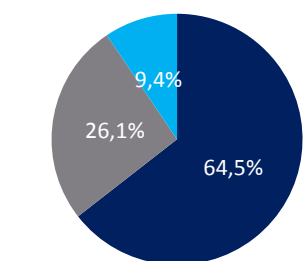
*Individuals asked: Everyone that did undertake health-related activities at least once [BE15]
**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[BE17] How important or unimportant is it to your choice of tourist service company that the company has a recognised quality certification?

Answers	Count	Pct. %	Conf. lim +/-
Very important	444	21,9%	1,8%
Important	862	42,6%	2,2%
Neither important or unimportant	528	26,1%	1,9%
Unimportant	136	6,7%	1,1%
Very unimportant	56	2,7%	0,7%
Number of answers	2026	100,0%	
Responded	2026	92,9%	
Did not respond**	155	7,1%	
Number of respondents	2181	100,0%	
Asked*	2181	100,0%	
Not asked	0	0,0%	
Number of participants	2181	100,0%	



How important is recognised quality certification?



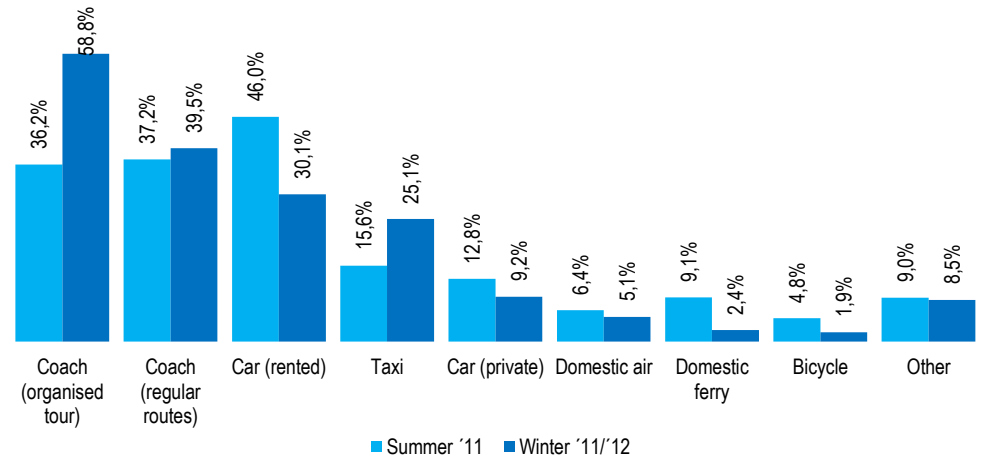
- Important/very important
- Neither important or unimportant
- Unimportant/very unimportant

		Very important	Important	Neither important or unimportant	Unimportant	Very unimportant	Number of answers
Total	Total	21,9%	42,6%	26,1%	6,7%	2,7%	2026
Gender	Male	18,8%	42,1%	26,7%	8,8%	3,5%	925
	Female	24,5%	42,9%	25,5%	5,0%	2,1%	1101
Age	24 years and younger	20,7%	39,7%	28,4%	6,4%	4,8%	190
	25-34 years	16,3%	42,5%	31,0%	7,3%	2,9%	691
	35-44 years	21,9%	41,7%	25,5%	8,2%	2,7%	381
	45-54 years	23,8%	44,5%	22,9%	6,0%	2,7%	347
	55 years and older	30,3%	43,0%	20,0%	5,1%	1,6%	418
Profession	Managerial	19,6%	42,0%	27,3%	7,5%	3,6%	309
	Professional	21,0%	44,6%	26,0%	6,1%	2,3%	686
	Specialized staff	21,4%	46,4%	24,8%	6,3%	1,1%	265
	Clerical/Service	20,5%	46,6%	27,5%	5,5%		119
	Student	18,8%	36,7%	29,7%	9,2%	5,6%	201
	Retired/Homemaker	33,7%	40,7%	16,5%	6,0%	3,1%	169
	Other	22,2%	38,9%	29,1%	6,5%	3,4%	245
	Household income	Low	4,1%	29,0%	39,1%	17,6%	10,1%
Low average		17,5%	43,1%	27,6%	7,2%	4,6%	166
Average		25,0%	42,3%	25,1%	5,7%	1,9%	806
High average		19,8%	44,2%	26,9%	6,6%	2,5%	760
High		23,6%	42,2%	21,2%	10,1%	2,9%	171
Nationality	American	25,9%	41,8%	23,0%	6,7%	2,5%	290
	German	18,8%	32,3%	31,3%	10,4%	7,3%	134
	French	16,3%	39,8%	35,7%	4,1%	4,1%	102
	Danish	6,4%	41,0%	33,3%	12,8%	6,4%	143
	British	27,9%	43,1%	24,1%	4,1%	0,8%	430
	Norwegian	18,8%	44,8%	26,0%	6,3%	4,2%	176
	Swedish	11,7%	56,4%	22,3%	7,4%	2,1%	127
	Spanish	25,0%	65,0%	5,0%	5,0%		30
	Italian	37,5%	25,0%	31,3%	6,3%		17
	Dutch	13,0%	48,1%	29,8%	8,4%	0,8%	74
	Other	25,3%	40,6%	25,3%	6,7%	2,2%	502
Market area	Scandinavia	12,7%	46,1%	28,0%	8,9%	4,3%	519
	Britain	27,4%	43,9%	24,7%	3,3%	0,6%	565
	Central/South-Europe	21,0%	37,8%	29,5%	7,7%	3,9%	420
	North America	26,6%	40,6%	22,9%	7,3%	2,7%	346
	Other	23,9%	44,4%	21,3%	8,1%	2,2%	170
Type of trip	Package tour	29,7%	47,9%	17,7%	4,7%		368
	Individually arranged	18,5%	41,5%	28,7%	7,8%	3,6%	1347
	Mix of both	28,4%	40,2%	25,1%	4,6%	1,6%	298
Purpose of visit	Vacation/holiday	23,2%	42,2%	25,3%	6,7%	2,6%	1691
	Conference/meeting	13,1%	45,3%	27,3%	7,5%	6,8%	193
	Study/research	22,1%	38,3%	32,1%	6,1%	1,4%	89
	Visiting friends/relatives	14,9%	38,9%	32,8%	10,1%	3,4%	131
	Business/Employment	20,2%	43,1%	25,4%	6,2%	5,2%	86
	Event in Iceland	14,3%	38,4%	35,7%	7,8%	3,8%	135
	Other	19,6%	41,0%	29,1%	6,9%	3,4%	132

*Individuals asked: Everyone
 **Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[BE018] What means of transport did you use during your stay in Iceland?

Answers	Count	Pct. %	Conf. lim +/-
Coach (organised tour)	1277	58,8%	2,1%
Coach (regular routes)	858	39,5%	2,1%
Car (rented)	653	30,1%	1,9%
Taxi	545	25,1%	1,8%
Car (private)	200	9,2%	1,2%
Domestic air	111	5,1%	0,9%
Domestic ferry	51	2,4%	0,6%
Bicycle	41	1,9%	0,6%
Other	186	8,5%	1,2%
Number of answers 2170			
Responded	2170	99,5%	
Did not respond**	11	0,5%	
Number of respondents 2181 100,0%			
Asked*	2181	100,0%	
Not asked	0	0,0%	
Number of participants 2181 100,0%			



		Coach (organised tour)	Coach (regular routes)	Car (rented)	Taxi	Car (private)	Domestic air	Domestic ferry	Bicycle	Other	Number of answers
Total	Total	58,8%	39,5%	30,1%	25,1%	9,2%	5,1%	2,4%	1,9%	8,5%	2170
Gender	Male	54,9%	43,2%	32,0%	23,0%	7,8%	4,6%	1,8%	2,3%	8,1%	992
	Female	62,2%	36,4%	28,5%	26,8%	10,4%	5,5%	2,9%	1,6%	8,9%	1178
Age	24 years and younger	56,4%	43,9%	35,8%	22,0%	13,5%	4,2%	4,0%	4,5%	12,2%	211
	25-34 years	58,3%	40,2%	36,3%	24,0%	8,7%	5,6%	2,4%	2,0%	8,1%	742
	35-44 years	54,5%	42,9%	27,2%	30,2%	9,2%	3,7%	1,6%	1,1%	7,3%	407
	45-54 years	57,5%	36,9%	26,3%	26,3%	11,7%	6,0%	3,3%	1,6%	9,7%	369
	55 years and older	66,1%	35,6%	22,8%	22,8%	6,0%	5,3%	1,3%	1,6%	7,8%	442
Profession	Managerial	58,4%	34,5%	28,0%	25,3%	8,0%	4,4%	1,2%	0,6%	7,4%	323
	Professional	61,0%	38,2%	30,5%	27,5%	8,2%	4,1%	2,4%	1,4%	8,0%	730
	Specialized staff	55,6%	44,1%	30,0%	26,0%	10,0%	6,6%	1,8%	2,0%	8,5%	280
	Clerical/Service	67,2%	41,7%	29,7%	20,2%	2,6%	5,5%	1,4%	0,5%	8,9%	128
	Student	49,6%	48,9%	37,2%	17,4%	13,5%	5,9%	5,5%	5,7%	12,0%	226
	Retired/Homemaker	65,7%	32,0%	22,8%	17,7%	6,7%	4,2%	2,1%	1,5%	6,3%	178
	Other	55,2%	39,6%	30,7%	32,0%	14,6%	7,3%	2,4%	2,6%	9,6%	272
Household income	Low	46,0%	55,8%	23,4%	25,6%	20,5%	4,9%		7,1%	13,4%	53
	Low average	50,7%	49,0%	40,9%	18,1%	8,5%	5,9%	3,1%	3,5%	11,2%	184
	Average	62,0%	38,5%	29,7%	24,4%	10,4%	5,7%	1,9%	1,8%	7,1%	854
	High average	57,9%	38,9%	29,3%	28,1%	7,3%	4,3%	2,6%	1,6%	9,4%	807
	High	60,1%	34,6%	28,0%	27,0%	8,0%	5,1%	2,0%	1,1%	7,8%	180
Nationality	American	58,4%	34,4%	32,8%	25,6%	7,6%	3,8%	3,4%	1,9%	9,9%	318
	German	56,1%	56,1%	40,2%	19,6%	15,9%	6,5%	5,6%	6,5%	7,5%	150
	French	55,9%	34,3%	31,4%	14,7%	12,7%	5,9%	3,9%		10,8%	106
	Danish	38,8%	57,6%	28,2%	37,6%	12,9%	7,1%	2,4%	1,2%	2,4%	155
	British	77,4%	33,4%	16,0%	20,1%	3,5%	4,0%	1,5%	0,4%	9,6%	437
	Norwegian	53,7%	50,0%	26,9%	45,4%	9,3%	4,6%	0,9%	1,9%	9,3%	197
	Swedish	50,5%	36,6%	27,7%	33,7%	10,9%	5,0%	1,0%		7,9%	137
	Spanish	42,9%	42,9%	76,2%	19,0%	4,8%	4,8%				32
	Italian	45,5%	59,1%	45,5%	9,1%		9,1%			4,5%	23
	Dutch	58,9%	27,7%	39,0%	17,0%	7,1%	3,5%	1,4%	0,7%	7,8%	79
Other	56,5%	36,3%	34,7%	21,5%	11,8%	5,9%	2,4%	3,3%	9,3%	534	
Market area	Scandinavia	48,4%	48,3%	28,7%	38,5%	11,7%	6,0%	1,5%	1,2%	7,9%	570
	Britain	76,6%	35,4%	19,4%	20,3%	4,0%	3,7%	1,3%	1,2%	9,5%	576
	Central/South-Europe	52,5%	42,8%	38,6%	18,6%	13,6%	5,8%	3,1%	2,4%	8,1%	459
	North America	53,6%	32,7%	35,9%	24,2%	6,6%	3,8%	3,2%	2,4%	10,7%	375
	Other	62,2%	31,6%	34,7%	17,4%	12,0%	7,9%	4,8%	4,1%	4,4%	185
Type of trip	Package tour	84,7%	32,4%	10,9%	24,1%	1,9%	4,8%	2,2%	0,3%	6,6%	380
	Individually arranged	47,5%	41,9%	36,9%	24,2%	12,1%	5,1%	2,2%	2,3%	8,5%	1462
	Mix of both	81,1%	37,2%	21,3%	31,0%	4,2%	5,5%	3,0%	2,2%	11,6%	314
Purpose of visit	Vacation/holiday	62,7%	36,5%	31,8%	23,0%	6,4%	4,3%	2,3%	1,8%	8,5%	1796
	Conference/meeting	53,9%	57,6%	21,4%	40,1%	17,0%	8,2%		1,2%	4,7%	214
	Study/research	52,1%	47,1%	32,3%	31,2%	23,3%	10,1%	6,8%	7,2%	10,9%	97
	Visiting friends/relatives	21,0%	44,7%	29,0%	27,4%	50,8%	12,3%	2,5%	5,4%	9,3%	145
	Business/Employment	39,2%	55,5%	28,4%	48,3%	25,1%	18,3%	2,5%	2,5%	4,9%	98
	Event in Iceland	49,8%	52,5%	32,0%	31,2%	15,9%	2,0%	4,1%	5,9%	7,8%	143
	Other	44,2%	50,1%	27,6%	28,5%	9,4%	4,8%	3,7%	1,2%	11,1%	150

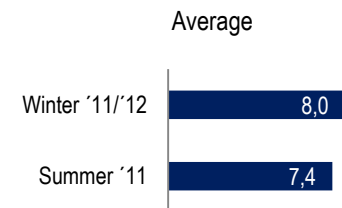
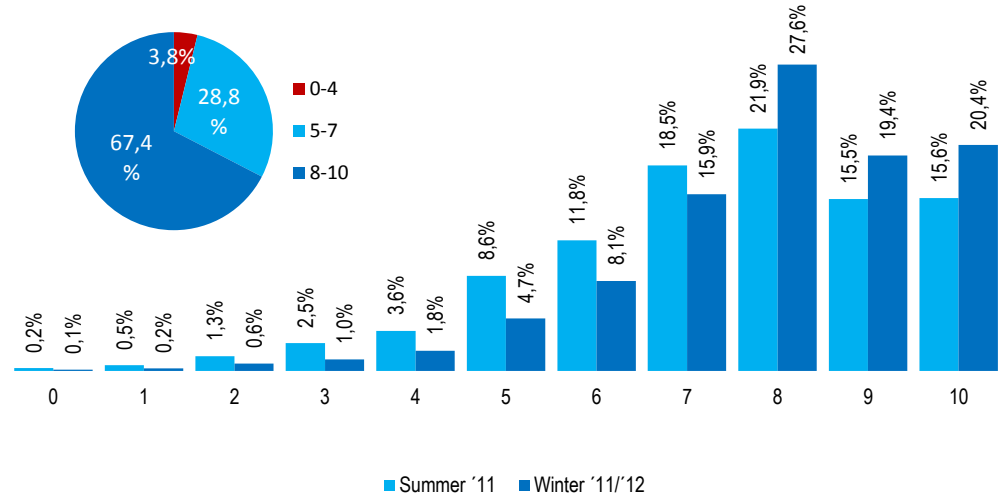
*Individuals asked: Everyone

**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[BE19_r1] Rate the road system in Iceland
- Road conditions



Answers	Count	Pct. %	Conf. lim +/-
0	2	0,1%	0,1%
1	4	0,2%	0,2%
2	13	0,6%	0,3%
3	21	1,0%	0,4%
4	38	1,8%	0,6%
5	97	4,7%	0,9%
6	167	8,1%	1,2%
7	328	15,9%	1,6%
8	570	27,6%	1,9%
9	400	19,4%	1,7%
10	420	20,4%	1,7%
Number of answers	2062	100,0%	
Responded	2062	94,5%	
Did not respond**	119	5,5%	
Number of respondents	2181	100,0%	
Asked*	2181	100,0%	
Not asked	0	0,0%	
Number of participants	2181	100,0%	



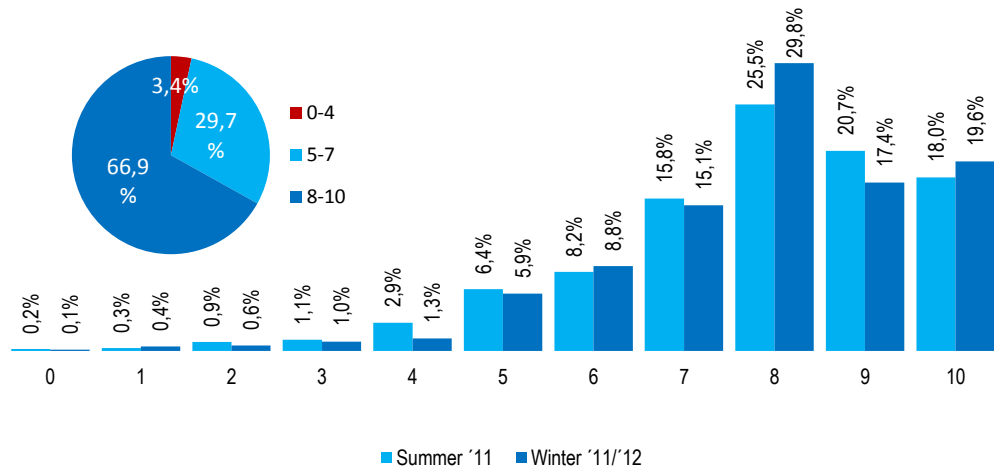
		0	1	2	3	4	5	6	7	8	9	10	Number of answers	Average	Conf. lim +/-
Total	Total	0,1%	0,2%	0,6%	1,0%	1,8%	4,7%	8,1%	15,9%	27,6%	19,4%	20,4%	2062	8,0	0,1
Gender	Male	0,1%	0,5%	0,7%	0,9%	2,2%	4,6%	6,8%	18,1%	29,0%	20,2%	16,8%	951	7,9	0,1
	Female	0,1%	0,6%	1,2%	1,5%	4,8%	9,2%	14,1%	26,4%	18,7%	23,4%	1111	8,0	0,1	
Age	24 years and younger		0,4%	2,9%	2,6%	4,5%	15,4%	17,9%	22,6%	15,7%	18,0%	204	7,6	0,2	
	25-34 years	0,2%	0,5%	1,2%	1,6%	2,7%	5,6%	9,3%	15,8%	26,5%	14,4%	22,2%	706	7,8	0,1
	35-44 years		0,2%	0,2%	0,4%	0,5%	5,4%	7,1%	12,9%	29,0%	22,3%	22,2%	386	8,2	0,2
	45-54 years				0,6%	0,9%	3,3%	5,9%	14,0%	28,7%	28,0%	18,8%	351	8,2	0,1
	55 years and older	0,3%		0,8%	0,3%	2,0%	4,0%	5,3%	19,5%	29,9%	19,9%	18,1%	416	8,0	0,2
Profession	Managerial		0,8%		0,8%	0,6%	6,0%	6,0%	15,5%	27,0%	23,3%	20,0%	307	8,1	0,2
	Professional	0,1%	1,0%	1,1%	1,8%	3,8%	7,7%	16,3%	27,8%	20,5%	19,9%	698	8,0	0,1	
	Specialized staff		0,8%	0,7%	1,0%	3,7%	9,9%	14,5%	30,3%	17,1%	22,0%	255	8,0	0,2	
	Clerical/Service				3,9%	3,9%	12,0%	16,6%	29,0%	13,8%	20,9%	123	7,9	0,3	
	Student		0,7%	2,8%	3,0%	4,7%	13,9%	17,9%	23,5%	15,3%	18,2%	215	7,6	0,2	
	Retired/Homemaker		0,7%	0,4%	1,8%	4,6%	4,2%	15,6%	31,3%	21,8%	19,7%	172	8,1	0,2	
	Other	0,5%	0,5%	0,6%	1,0%	2,3%	7,6%	6,1%	15,8%	24,8%	19,1%	21,8%	261	7,9	0,2
	Household income	Low			1,4%	4,8%	7,2%	14,0%	11,3%	27,4%	17,3%	16,7%	48	7,6	0,5
Low average				0,9%	2,4%	3,3%	7,1%	8,9%	13,9%	23,6%	18,1%	21,8%	172	7,8	0,3
Average		0,3%	0,3%	0,8%	1,0%	1,5%	4,2%	9,2%	16,5%	28,4%	17,7%	20,2%	816	7,9	0,1
High average			0,3%	0,3%	1,0%	1,6%	4,5%	7,2%	16,8%	28,6%	19,7%	20,0%	770	8,0	0,1
High			0,7%	0,5%	1,5%	7,0%	15,5%	12,2%	24,6%	24,6%	23,4%	168	8,1	0,3	
Nationality	American	0,8%		0,8%	1,6%	0,4%	4,4%	2,8%	10,7%	23,4%	21,0%	34,1%	306	8,4	0,2
	German			3,8%	1,9%	6,7%	11,4%	18,1%	22,9%	14,3%	21,0%	147	7,7	0,3	
	French			3,0%	4,0%	20,2%	21,2%	24,2%	10,1%	17,2%	103	7,6	0,3		
	Danish			5,1%	1,3%	15,4%	9,0%	33,3%	20,5%	15,4%	143	7,9	0,3		
	British		0,1%	0,4%	0,4%	1,3%	2,6%	5,5%	13,1%	30,2%	25,0%	21,2%	417	8,2	0,1
	Norwegian			2,0%	7,1%	6,1%	27,6%	29,6%	15,3%	12,2%	179	7,7	0,2		
	Swedish		1,1%	1,1%	2,2%	3,3%	12,0%	12,0%	20,7%	17,4%	15,2%	15,2%	125	7,3	0,4
	Spanish			5,3%	5,3%	15,8%	26,3%	5,3%	31,6%	10,5%	29	6,6	0,8		
	Italian			4,8%	4,8%	23,8%	42,9%	14,3%	9,5%	22	7,8	0,6			
	Dutch			0,7%	2,9%	2,1%	12,1%	26,4%	40,7%	10,0%	5,0%	79	7,5	0,3	
	Other		0,5%	1,1%	1,3%	1,0%	4,1%	6,5%	15,1%	27,6%	22,2%	20,6%	512	8,0	0,1
Market area	Scandinavia	0,3%	0,5%	0,6%	3,1%	6,1%	10,3%	18,4%	27,7%	17,0%	16,0%	522	7,7	0,1	
	Britain	0,1%	0,8%	0,6%	1,2%	3,4%	4,6%	12,9%	31,0%	23,3%	22,0%	553	8,2	0,1	
	Central/South-Europe	0,3%	0,6%	1,3%	2,7%	5,7%	13,6%	22,0%	27,4%	12,7%	13,9%	444	7,5	0,2	
	North America	0,7%	0,7%	1,6%	0,3%	3,8%	3,0%	8,9%	24,8%	24,0%	32,3%	360	8,4	0,2	
	Other	0,7%	0,7%	2,1%	0,7%	4,3%	9,1%	17,4%	23,8%	22,0%	19,2%	176	7,9	0,3	
Type of trip	Package tour		0,4%	0,4%	0,9%	3,2%	6,0%	15,0%	30,3%	23,6%	20,2%	356	8,2	0,1	
	Individually arranged	0,2%	0,3%	0,8%	1,3%	2,4%	5,2%	8,2%	16,2%	27,0%	18,6%	19,7%	1389	7,9	0,1
	Mix of both		0,2%	0,6%	0,2%	4,5%	10,0%	16,0%	26,8%	17,9%	23,7%	302	8,1	0,2	
Purpose of visit	Vacation/holiday	0,1%	0,3%	0,7%	0,9%	1,9%	4,4%	8,1%	16,8%	27,3%	18,5%	21,0%	1714	7,9	0,1
	Conference/meeting		0,7%	1,4%	0,9%	7,3%	4,8%	11,9%	29,2%	23,5%	20,2%	190	8,1	0,2	
	Study/research	1,3%		5,0%	3,4%	3,3%	10,9%	13,5%	19,8%	21,9%	20,9%	93	7,7	0,4	
	Visiting friends/relatives		1,2%		4,2%	6,4%	14,0%	13,2%	28,2%	17,3%	15,5%	135	7,6	0,3	
	Business/Employment			3,4%	2,5%	19,8%	33,9%	22,1%	18,3%	94	8,2	0,3			
	Event in Iceland			3,0%	0,8%	7,0%	10,6%	13,8%	25,2%	15,5%	24,0%	128	7,9	0,3	
	Other	0,8%		0,5%	1,2%	4,2%	11,0%	18,5%	27,2%	19,7%	16,8%	148	7,9	0,3	

*Individuals asked: Everyone
**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[BE19_r2] Rate the road system in Iceland
- Signposts – road names, road no.



Answers	Count	Pct. %	Conf. lim +/-
0	2	0,1%	0,2%
1	8	0,4%	0,3%
2	10	0,6%	0,4%
3	16	1,0%	0,5%
4	22	1,3%	0,5%
5	100	5,9%	1,1%
6	149	8,8%	1,3%
7	256	15,1%	1,7%
8	506	29,8%	2,2%
9	296	17,4%	1,8%
10	333	19,6%	1,9%
Number of answers	1697	100,0%	
Responded	1697	77,8%	
Did not respond**	484	22,2%	
Number of respondents	2181	100,0%	
Asked*	2181	100,0%	
Not asked	0	0,0%	
Number of participants	2181	100,0%	



	Average
Winter '11/'12	7,9
Summer '11	7,8

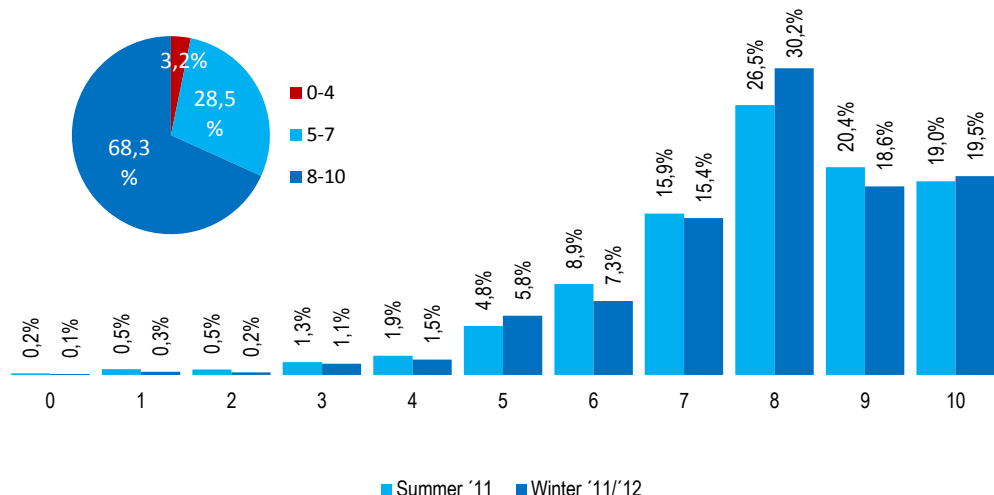
		0	1	2	3	4	5	6	7	8	9	10	Number of answers	Average	Conf. lim +/-
Total	Total	0,1%	0,4%	0,6%	1,0%	1,3%	5,9%	8,8%	15,1%	29,8%	17,4%	19,6%	1697	7,9	0,1
Gender	Male	0,2%	0,4%	0,6%	1,1%	1,1%	6,3%	9,5%	15,3%	30,9%	16,6%	17,9%	810	7,8	0,1
	Female	0,1%	0,5%	0,5%	0,8%	1,4%	5,5%	8,1%	14,9%	28,8%	18,2%	21,2%	888	8,0	0,1
Age	24 years and younger	0,7%	0,7%	1,5%	0,4%	2,5%	6,1%	14,3%	20,0%	24,8%	12,7%	16,3%	181	7,5	0,3
	25-34 years	0,1%	0,3%	0,7%	1,7%	1,1%	5,5%	10,6%	14,3%	30,1%	14,2%	21,3%	581	7,8	0,1
	35-44 years		0,6%	0,2%	1,0%	0,4%	6,6%	7,1%	13,9%	32,1%	18,9%	19,3%	313	8,0	0,2
	45-54 years		0,4%	0,3%	0,3%	0,8%	4,9%	6,6%	14,3%	30,7%	24,1%	17,6%	296	8,1	0,2
	55 years and older		0,4%	0,4%	0,4%	2,2%	6,8%	6,0%	15,6%	29,3%	18,3%	20,6%	327	8,0	0,2
Profession	Managerial	1,7%	0,7%	1,6%	0,8%	4,9%	8,4%	17,8%	30,4%	15,5%	18,2%	248	7,8	0,2	
	Professional	0,1%	0,1%	0,9%	1,1%	1,0%	5,5%	7,8%	16,3%	30,7%	18,0%	18,5%	565	7,9	0,1
	Specialized staff				0,3%	1,4%	5,3%	8,9%	12,8%	33,9%	17,8%	19,6%	221	8,0	0,2
	Clerical/Service				0,8%	2,5%	3,2%	13,2%	20,3%	29,9%	12,5%	17,6%	96	7,8	0,3
	Student	0,7%	1,4%	1,4%	0,4%	2,2%	6,5%	12,9%	16,4%	25,3%	16,0%	16,8%	187	7,5	0,3
	Retired/Homemaker				0,6%	3,1%	9,3%	6,2%	10,6%	28,2%	22,5%	19,7%	133	8,0	0,3
	Other				1,6%		7,7%	7,5%	12,3%	26,1%	18,3%	26,5%	219	8,1	0,2
Household income	Low				4,8%	3,3%	2,5%	15,2%	14,2%	29,1%	11,9%	18,9%	42	7,6	0,6
	Low average		1,0%	1,0%	0,5%	1,4%	5,9%	9,4%	13,7%	26,1%	22,3%	18,9%	145	7,9	0,3
	Average	0,3%	0,4%	0,2%	0,7%	0,9%	6,0%	7,9%	14,8%	31,7%	16,3%	20,8%	686	8,0	0,1
	High average		0,3%	0,8%	1,3%	1,7%	5,6%	9,9%	16,7%	30,0%	16,4%	17,3%	616	7,8	0,1
	High		1,3%	1,3%	0,4%		8,9%	4,1%	12,2%	25,0%	21,9%	24,9%	144	8,1	0,3
Nationality	American	0,5%	1,4%		1,4%	7,5%	6,1%	10,7%	24,8%	16,4%	31,3%	260	8,2	0,2	
	German		1,2%	1,2%	1,2%	3,5%	7,1%	5,9%	9,4%	28,2%	20,0%	22,4%	119	7,9	0,4
	French			2,3%	1,2%	8,1%	11,6%	18,6%	29,1%	12,8%	16,3%	89	7,6	0,4	
	Danish		1,4%		1,4%	1,4%	4,2%	14,1%	11,3%	33,8%	16,9%	15,5%	130	7,7	0,3
	British		0,2%	0,4%	0,6%	2,2%	3,8%	6,7%	14,7%	30,0%	22,0%	19,4%	305	8,1	0,2
	Norwegian						9,2%	11,8%	19,7%	36,8%	11,8%	10,5%	139	7,6	0,2
	Swedish				1,4%	2,9%	10,1%	8,7%	23,2%	26,1%	11,6%	15,9%	93	7,5	0,3
	Spanish						5,3%	21,1%	31,6%	26,3%		15,8%	29	7,4	0,5
	Italian							10,5%	15,8%	42,1%	15,8%	15,8%	20	8,1	0,6
	Dutch	0,9%			0,9%	0,9%	1,8%	13,2%	24,6%	40,4%	11,4%	6,1%	64	7,5	0,4
Other	0,3%	0,6%	0,7%	1,6%	0,3%	5,2%	8,0%	14,2%	28,8%	20,5%	19,9%	447	7,9	0,2	
Market area	Scandinavia		0,4%		0,7%	1,1%	7,1%	12,0%	16,9%	32,4%	14,8%	14,5%	430	7,7	0,1
	Britain		0,4%	0,3%	1,2%	1,6%	5,2%	7,5%	15,2%	30,8%	17,6%	20,1%	414	7,9	0,2
	Central/South-Europe	0,1%	0,7%	0,4%	1,1%	1,5%	6,0%	8,2%	18,1%	32,5%	15,7%	15,7%	382	7,8	0,2
	North America		0,4%	1,4%	1,3%	1,2%	5,9%	6,1%	9,2%	24,8%	20,0%	29,7%	309	8,2	0,2
	Other	0,8%		1,6%		0,8%	4,8%	10,1%	13,6%	24,8%	23,2%	20,4%	156	8,0	0,3
Type of trip	Package tour			0,5%	1,2%	0,9%	4,1%	8,8%	14,4%	28,6%	21,3%	20,1%	261	8,0	0,2
	Individually arranged	0,2%	0,6%	0,7%	0,9%	1,2%	6,3%	9,0%	14,8%	29,6%	17,3%	19,4%	1191	7,9	0,1
	Mix of both			1,1%	2,2%	5,7%	7,8%	17,2%	33,6%	12,8%	19,6%	233	7,9	0,2	
Purpose of visit	Vacation/holiday	0,1%	0,4%	0,7%	1,0%	1,3%	5,3%	8,7%	15,5%	30,2%	16,4%	20,5%	1402	7,9	0,1
	Conference/meeting			0,8%	1,2%	1,3%	10,6%	6,8%	15,7%	25,6%	23,3%	14,7%	153	7,8	0,3
	Study/research			1,6%		1,6%	3,0%	10,4%	12,7%	25,8%	27,2%	17,7%	88	8,0	0,4
	Visiting friends/relatives	0,4%				1,1%	4,9%	13,8%	16,2%	30,4%	14,3%	18,9%	125	7,9	0,3
	Business/Employment					2,3%	6,4%	8,4%	15,2%	24,4%	19,6%	23,6%	82	8,1	0,4
	Event in Iceland	1,2%		1,2%	1,5%	0,6%	3,5%	6,2%	17,3%	25,6%	18,3%	24,7%	108	8,0	0,4
	Other					2,9%	6,1%	11,5%	8,9%	35,2%	18,0%	17,5%	118	7,9	0,3

*Individuals asked: Everyone
**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[BE19_r3] Rate the road system in Iceland
- Signposts – service signs, warning notices



Answers	Count	Pct. %	Conf. lim +/-
0	1	0,1%	0,1%
1	5	0,3%	0,3%
2	4	0,2%	0,2%
3	18	1,1%	0,5%
4	24	1,5%	0,6%
5	94	5,8%	1,1%
6	117	7,3%	1,3%
7	249	15,4%	1,8%
8	486	30,2%	2,2%
9	299	18,6%	1,9%
10	315	19,5%	1,9%
Number of answers	1612	100,0%	
Responded	1612	73,9%	
Did not respond**	569	26,1%	
Number of respondents	2181	100,0%	
Asked*	2181	100,0%	
Not asked	0	0,0%	
Number of participants	2181	100,0%	



Average	Value
Winter '11/'12	7,9
Summer '11	7,9

		0	1	2	3	4	5	6	7	8	9	10	Number of answers	Average	Conf. lim +/-		
Total	Total	0,1%	0,3%	0,2%	1,1%	1,5%	5,8%	7,3%	15,4%	30,2%	18,6%	19,5%	1612	7,9	0,1		
Gender	Male	0,2%	0,3%	0,2%	1,2%	1,2%	5,5%	7,8%	16,4%	31,9%	18,8%	16,6%	775	7,9	0,1		
	Female		0,3%	0,3%	1,0%	1,8%	6,1%	6,8%	14,5%	28,5%	18,3%	22,3%	837	8,0	0,1		
Age	24 years and younger		0,7%		0,7%	1,9%	5,3%	14,2%	20,4%	25,3%	15,7%	15,8%	173	7,7	0,3		
	25-34 years	0,2%	0,1%	0,7%	2,0%	2,2%	6,0%	7,5%	14,3%	30,2%	14,7%	22,0%	555	7,9	0,2		
	35-44 years		0,6%		0,8%	1,0%	6,0%	5,2%	14,3%	34,9%	17,7%	19,3%	294	8,0	0,2		
	45-54 years				0,3%	0,2%	5,1%	5,3%	17,2%	30,5%	24,3%	17,0%	279	8,1	0,2		
	55 years and older		0,4%		0,8%	1,6%	6,1%	6,6%	14,2%	28,1%	22,6%	19,6%	312	8,0	0,2		
Profession	Managerial		1,3%	0,5%	0,8%	1,0%	5,6%	7,1%	17,2%	29,5%	18,7%	18,4%	237	7,9	0,2		
	Professional			0,3%	2,0%	1,1%	6,0%	6,2%	15,3%	31,5%	19,0%	18,4%	541	7,9	0,1		
	Specialized staff				0,6%	1,6%	5,1%	5,7%	18,4%	33,2%	18,4%	16,9%	209	8,0	0,2		
	Clerical/Service				0,9%		2,2%	4,0%	9,1%	20,6%	29,4%	14,9%	18,9%	90	7,9	0,3	
	Student				1,1%		1,5%	2,6%	6,2%	13,0%	17,0%	24,4%	15,0%	19,4%	179	7,7	0,3
	Retired/Homemaker					1,0%	8,5%	5,9%	10,9%	32,3%	23,0%	18,4%	124	8,1	0,3		
	Other		0,7%			0,7%	1,2%	5,5%	8,0%	10,4%	28,6%	18,2%	26,9%	206	8,2	0,2	
Household income	Low					3,2%	2,6%	14,0%	22,3%	32,7%	9,7%	15,6%	40	7,7	0,5		
	Low average		1,0%	0,5%		1,0%	3,8%	4,8%	8,7%	16,3%	26,0%	17,8%	20,0%	138	7,8	0,3	
	Average			0,2%	0,4%	0,7%	1,2%	6,5%	6,4%	13,5%	31,6%	19,2%	20,2%	652	8,0	0,1	
	High average			0,2%		1,8%	1,0%	5,9%	7,9%	17,1%	31,2%	16,9%	18,0%	588	7,9	0,1	
	High			1,3%	0,9%	1,3%	5,1%	5,2%	12,8%	22,0%	25,1%	25,4%	137	8,1	0,3		
Nationality	American			0,5%		1,5%	6,1%	5,6%	10,2%	21,9%	23,0%	29,1%	238	8,2	0,2		
	German				2,4%	3,5%	8,2%	3,5%	10,6%	27,1%	22,4%	22,4%	119	8,0	0,3		
	French				1,2%	4,7%	8,2%	4,7%	24,7%	31,8%	12,9%	16,5%	88	7,9	0,3		
	Danish			1,5%		1,5%	3,1%	10,8%	15,4%	32,3%	21,5%	13,8%	119	7,9	0,3		
	British				1,7%	1,7%	4,6%	7,3%	13,4%	28,9%	22,6%	19,7%	289	8,1	0,2		
	Norwegian						12,7%	8,5%	19,7%	38,0%	12,7%	8,5%	130	7,5	0,2		
	Swedish		1,5%		1,5%	3,0%	9,1%	9,1%	22,7%	28,8%	10,6%	13,6%	89	7,4	0,4		
	Spanish						11,1%	11,1%	38,9%	22,2%		16,7%	27	7,4	0,6		
	Italian								29,4%	41,2%	17,6%	11,8%	18	8,1	0,5		
	Dutch			0,9%	1,8%		1,8%	17,3%	21,8%	40,0%	11,8%	4,5%	62	7,4	0,3		
	Other		0,7%	0,5%	0,7%	1,4%	4,5%	6,0%	13,4%	31,9%	18,4%	22,6%	431	8,1	0,2		
Market area	Scandinavia	0,3%	0,5%		0,3%	1,1%	7,4%	10,0%	17,5%	33,4%	16,8%	12,8%	401	7,7	0,2		
	Britain		0,5%		1,2%	2,2%	4,6%	7,5%	14,5%	31,2%	17,6%	20,7%	394	8,0	0,2		
	Central/South-Europe		0,3%	0,2%	1,6%	1,6%	5,9%	5,8%	18,5%	35,4%	15,1%	15,4%	374	7,8	0,2		
	North America			0,7%	1,6%	1,3%	5,3%	5,3%	9,4%	22,5%	24,5%	29,5%	284	8,3	0,2		
	Other			0,8%	0,8%	0,8%	5,7%	7,1%	16,0%	21,7%	22,9%	24,2%	153	8,1	0,3		
Type of trip	Package tour				1,2%	2,0%	4,6%	7,0%	13,1%	31,7%	23,1%	17,3%	246	8,0	0,2		
	Individually arranged		0,4%	0,3%	1,2%	1,3%	6,2%	7,4%	15,6%	29,7%	18,3%	19,6%	1134	7,9	0,1		
	Mix of both		0,6%	0,4%	0,5%	1,8%	5,4%	7,1%	16,9%	31,4%	14,6%	21,1%	219	7,9	0,2		
Purpose of visit	Vacation/holiday		0,4%	0,2%	1,1%	1,5%	5,2%	7,4%	15,3%	30,5%	17,8%	20,5%	1331	8,0	0,1		
	Conference/meeting				0,8%	1,4%	9,0%	4,0%	19,7%	26,7%	22,5%	15,9%	144	7,9	0,3		
	Study/research				1,6%	3,8%	5,8%	5,5%	17,9%	25,2%	24,2%	16,0%	85	7,9	0,4		
	Visiting friends/relatives			0,5%		1,1%	5,9%	7,1%	17,0%	29,4%	18,3%	20,8%	119	8,0	0,3		
	Business/Employment					2,4%	5,1%	6,2%	11,8%	32,6%	23,5%	18,4%	78	8,1	0,3		
	Event in Iceland		1,3%			2,7%	0,6%	3,9%	6,5%	9,9%	28,4%	21,5%	25,1%	100	8,1	0,4	
	Other					1,2%		1,8%	7,2%	6,8%	14,7%	34,4%	15,5%	18,3%	112	7,9	0,3

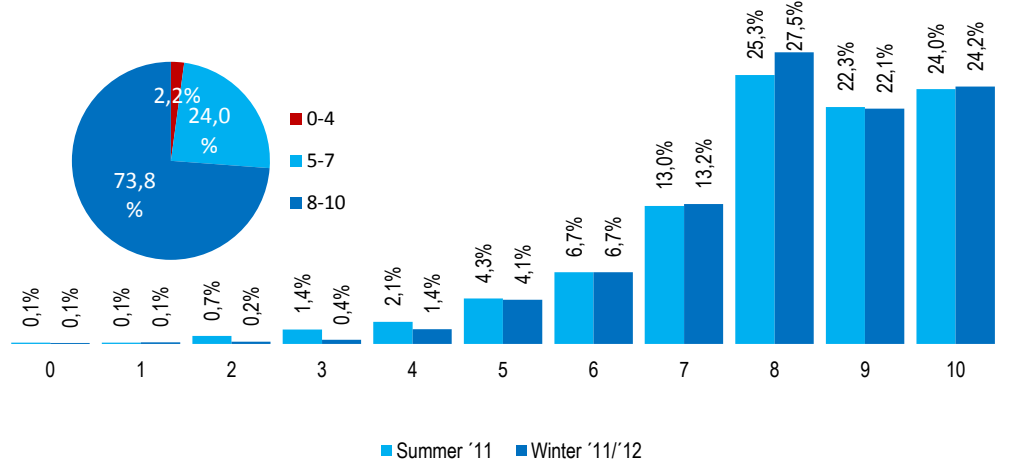
*Individuals asked: Everyone

**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[BE19_r4] Rate the road system in Iceland
- Rest areas / viewpoints



Answers	Count	Pct. %	Conf. lim +/-
0	1	0,1%	0,1%
1	2	0,1%	0,2%
2	4	0,2%	0,2%
3	6	0,4%	0,3%
4	24	1,4%	0,5%
5	73	4,1%	0,9%
6	119	6,7%	1,2%
7	232	13,2%	1,6%
8	484	27,5%	2,1%
9	390	22,1%	1,9%
10	426	24,2%	2,0%
Number of answers	1760	100,0%	
Responded	1760	80,7%	
Did not respond**	421	19,3%	
Number of respondents	2181	100,0%	
Asked*	2181	100,0%	
Not asked	0	0,0%	
Number of participants	2181	100,0%	



Average	Value
Winter '11/12	8,2
Summer '11	8,1

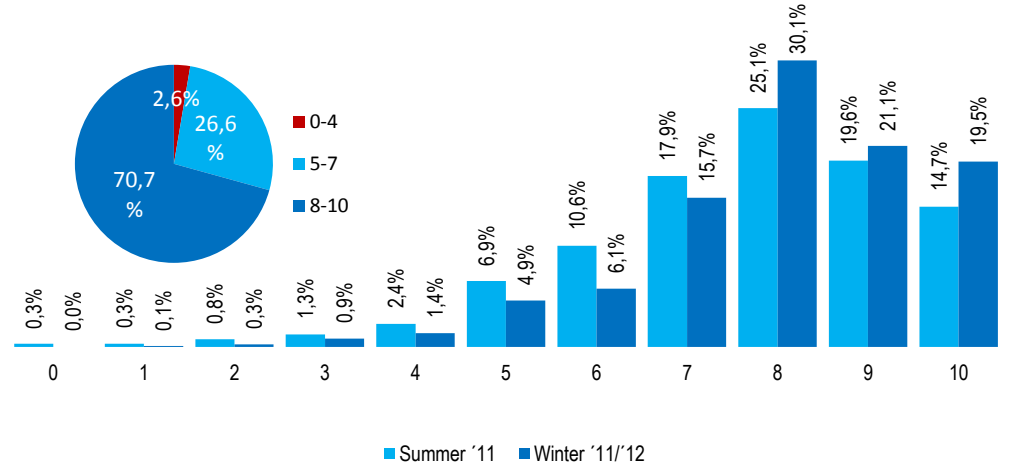
		0	1	2	3	4	5	6	7	8	9	10	Number of answers	Average	Conf. lim +/-	
Total	Total	0,1%	0,1%	0,2%	0,4%	1,4%	4,1%	6,7%	13,2%	27,5%	22,1%	24,2%	1760	8,2	0,1	
Gender	Male	0,2%	0,2%	0,1%	0,3%	1,5%	5,0%	7,3%	15,1%	29,5%	21,8%	19,2%	807	8,1	0,1	
	Female	0,1%	0,3%	0,4%	1,3%	3,4%	6,3%	11,5%	25,8%	22,4%	28,5%	953	8,4	0,1		
Age	24 years and younger	0,7%				2,2%	3,6%	10,8%	16,9%	21,1%	20,1%	24,8%	191	8,1	0,2	
	25-34 years		0,4%	0,2%	0,6%	1,6%	4,6%	7,2%	11,8%	26,7%	19,4%	27,6%	608	8,2	0,1	
	35-44 years			0,4%			4,4%	4,7%	14,7%	31,0%	20,1%	24,7%	320	8,3	0,2	
	45-54 years			0,2%	0,4%	1,1%	3,8%	5,6%	12,9%	28,7%	27,4%	20,0%	287	8,2	0,2	
	55 years and older			0,2%	0,5%	2,1%	3,6%	6,6%	12,2%	28,1%	25,6%	21,1%	354	8,2	0,2	
Profession	Managerial		0,5%	0,5%		0,5%	5,1%	7,1%	14,9%	27,6%	23,7%	20,2%	255	8,1	0,2	
	Professional		0,2%	0,1%		2,0%	3,1%	5,4%	13,8%	29,1%	23,0%	23,4%	595	8,3	0,1	
	Specialized staff			0,3%		1,1%	4,0%	7,7%	10,6%	28,2%	22,5%	25,7%	230	8,3	0,2	
	Clerical/Service					1,7%	0,6%	10,9%	17,2%	24,7%	23,5%	21,4%	97	8,2	0,3	
	Student		0,6%			2,6%	6,0%	7,5%	15,9%	22,2%	16,8%	28,4%	197	8,1	0,2	
	Retired/Homemaker				0,4%	0,4%	5,9%	7,4%	10,1%	31,6%	23,1%	21,0%	144	8,2	0,2	
	Other			0,6%		1,9%	0,6%	5,2%	5,7%	10,9%	24,5%	20,8%	29,8%	218	8,3	0,2
Household income	Low					5,9%	4,7%	3,2%	3,3%	31,5%	21,7%	29,7%	39	8,3	0,6	
	Low average			0,8%		1,0%	1,3%	6,9%	3,9%	14,9%	14,6%	30,0%	149	8,1	0,3	
	Average		0,2%	0,2%		0,3%	1,1%	3,2%	7,5%	13,3%	26,2%	22,9%	25,1%	720	8,3	0,1
	High average			0,1%	0,4%	1,5%	4,5%	7,0%	14,4%	28,4%	23,1%	20,6%	637	8,1	0,1	
	High			1,6%		0,8%	4,4%	6,5%	7,9%	26,5%	23,9%	28,3%	148	8,3	0,3	
Nationality	American		0,5%	0,9%	0,5%	2,3%	3,7%	4,2%	8,4%	20,6%	22,9%	36,0%	260	8,5	0,2	
	German						5,4%	7,5%	7,5%	26,9%	18,3%	34,4%	130	8,5	0,3	
	French				1,1%	2,2%	6,7%	6,7%	22,5%	27,0%	18,0%	15,7%	92	7,8	0,3	
	Danish				3,4%	1,7%	8,5%	6,8%	32,2%	28,8%	18,6%	108	8,2	0,3		
	British			0,3%	0,2%	0,5%	2,7%	5,6%	9,8%	29,3%	26,6%	25,0%	359	8,4	0,1	
	Norwegian					1,4%	10,1%	5,8%	27,5%	29,0%	13,0%	13,0%	126	7,6	0,3	
	Swedish					1,3%	6,6%	13,2%	17,1%	28,9%	14,5%	18,4%	103	7,8	0,3	
	Spanish				11,1%		5,6%	11,1%	27,8%	22,2%	11,1%	11,1%	27	7,1	0,8	
	Italian						5,0%		10,0%	45,0%	25,0%	15,0%	21	8,3	0,6	
	Dutch				0,8%		3,9%	6,3%	22,8%	45,7%	11,8%	8,7%	71	7,8	0,3	
	Other		0,3%	0,3%			1,4%	3,2%	7,4%	12,4%	25,2%	25,0%	24,9%	460	8,3	0,1
Market area	Scandinavia					1,7%	6,3%	7,9%	17,1%	29,9%	18,0%	19,1%	404	8,0	0,1	
	Britain			0,3%	0,3%	0,5%	0,9%	3,2%	7,1%	11,1%	29,0%	23,8%	23,9%	472	8,3	0,1
	Central/South-Europe				0,8%	1,1%	4,6%	7,2%	15,5%	29,9%	21,2%	19,8%	411	8,1	0,1	
	North America			0,4%	0,8%	0,4%	2,0%	2,4%	4,9%	8,4%	20,8%	25,5%	34,5%	308	8,5	0,2
	Other			0,8%			1,6%	3,9%	5,2%	12,5%	24,2%	23,0%	28,9%	160	8,3	0,3
Type of trip	Package tour			0,2%	0,5%	1,2%	3,0%	5,9%	10,5%	30,4%	25,5%	22,8%	299	8,3	0,2	
	Individually arranged		0,1%	0,2%	0,2%	0,4%	1,5%	4,7%	6,7%	13,2%	27,1%	21,6%	24,4%	1189	8,2	0,1
	Mix of both				0,5%		1,0%	3,2%	1,0%	15,4%	26,3%	20,5%	24,7%	259	8,2	0,2
Purpose of visit	Vacation/holiday		0,1%	0,2%	0,2%	0,4%	1,2%	3,7%	6,8%	12,8%	27,6%	21,7%	25,2%	1483	8,2	0,1
	Conference/meeting					2,1%	6,2%	5,4%	12,5%	31,0%	20,6%	22,2%	140	8,1	0,3	
	Study/research					2,1%	2,8%	4,3%	14,1%	28,8%	24,6%	23,3%	87	8,3	0,3	
	Visiting friends/relatives					3,7%	4,3%	3,2%	9,4%	30,0%	24,9%	24,5%	115	8,3	0,3	
	Business/Employment					1,6%	5,1%	7,6%	19,0%	18,2%	26,3%	22,1%	77	8,1	0,3	
	Event in Iceland			1,2%				7,6%	6,6%	10,2%	25,6%	21,1%	27,8%	106	8,2	0,3
	Other				1,0%			4,7%	4,3%	16,1%	30,2%	23,0%	20,8%	117	8,2	0,3

*Individuals asked: Everyone
**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[BE19_r5] Rate the road system in Iceland
- The road system in general



Answers	Count	Pct. %	Conf. lim +/-
0	0	0,0%	0,0%
1	1	0,1%	0,1%
2	5	0,3%	0,2%
3	17	0,9%	0,4%
4	28	1,4%	0,5%
5	93	4,9%	1,0%
6	117	6,1%	1,1%
7	300	15,7%	1,6%
8	576	30,1%	2,1%
9	404	21,1%	1,8%
10	373	19,5%	1,8%
Number of answers	1914	100,0%	
Responded	1914	87,8%	
Did not respond**	266	12,2%	
Number of respondents	2180	100,0%	
Asked*	2181	100,0%	
Not asked	0	0,0%	
Number of participants	2181	100,0%	



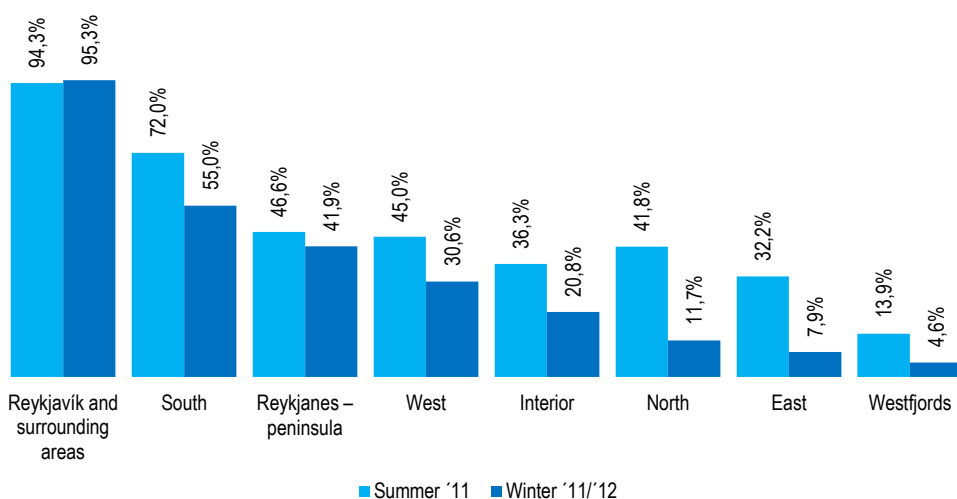
Average	Value
Winter '11/'12	8,1
Summer '11	7,6

		0	1	2	3	4	5	6	7	8	9	10	Number of answers	Average	Conf. lim +/-
Total	Total	0,1%	0,3%	0,9%	1,4%	4,9%	6,1%	15,7%	30,1%	21,1%	19,5%	1914	8,1	0,1	
Gender	Male	0,2%	0,4%	0,5%	1,6%	4,6%	6,7%	17,5%	32,2%	20,6%	15,7%	887	7,9	0,1	
	Female	0,1%	1,2%	1,3%	5,1%	5,6%	14,1%	28,3%	21,5%	22,7%	1028	8,1	0,1		
Age	24 years and younger	0,6%	1,7%	1,3%	6,1%	8,8%	21,3%	24,3%	18,5%	17,5%	194	7,8	0,2		
	25-34 years	0,2%	0,4%	1,2%	2,2%	6,2%	7,0%	12,9%	31,0%	17,8%	21,2%	666	8,0	0,1	
	35-44 years		0,4%	1,0%	4,6%	5,4%	15,3%	31,5%	20,9%	20,9%	355	8,2	0,2		
	45-54 years		0,4%	0,6%	2,4%	3,7%	15,8%	30,5%	29,6%	17,0%	322	8,3	0,1		
	55 years and older	0,4%	0,8%	1,3%	4,1%	5,9%	17,9%	30,0%	21,3%	18,3%	378	8,0	0,2		
Profession	Managerial	0,4%	0,9%	2,0%	4,9%	4,7%	19,5%	26,3%	23,9%	17,3%	279	8,0	0,2		
	Professional	0,4%	0,6%	1,7%	4,9%	4,8%	14,8%	33,2%	21,0%	18,6%	659	8,1	0,1		
	Specialized staff		0,9%	0,8%	3,3%	7,1%	13,4%	33,2%	19,9%	21,4%	243	8,2	0,2		
	Clerical/Service		1,0%	2,3%	0,6%	11,7%	18,0%	27,2%	17,6%	21,8%	108	8,0	0,3		
	Student	0,6%	2,5%	0,7%	6,7%	7,2%	17,0%	27,5%	19,7%	18,2%	203	7,9	0,2		
	Retired/Homemaker		0,4%	0,4%	5,9%	6,0%	14,4%	29,3%	24,4%	19,2%	154	8,2	0,2		
	Other	0,6%	0,6%	1,3%	6,7%	7,0%	15,6%	25,5%	20,5%	22,2%	238	8,0	0,2		
Household income	Low			4,6%	6,8%	3,3%	13,7%	43,0%	13,2%	15,4%	42	7,9	0,5		
	Low average			2,0%	2,6%	7,3%	5,4%	14,7%	25,4%	18,0%	24,5%	160	8,0	0,3	
	Average	0,5%	1,1%	0,7%	4,3%	6,9%	15,1%	29,4%	22,1%	20,1%	765	8,1	0,1		
	High average	0,2%	0,6%	1,8%	5,1%	5,5%	17,8%	33,0%	18,7%	17,5%	706	8,0	0,1		
	High	0,8%	0,8%	2,3%	4,4%	5,6%	10,8%	24,7%	28,1%	22,5%	158	8,2	0,3		
Nationality	American	0,4%	0,9%	0,9%	3,9%	4,3%	9,5%	25,4%	22,0%	32,8%	282	8,5	0,2		
	German		2,0%	2,0%	8,2%	8,2%	10,2%	30,6%	18,4%	20,4%	137	7,9	0,3		
	French		1,1%		6,5%	10,8%	23,7%	33,3%	12,9%	11,8%	96	7,7	0,3		
	Danish		3,2%	4,8%	3,2%	7,9%	12,7%	30,2%	27,0%	11,1%	115	7,8	0,3		
	British		0,2%	1,1%	1,7%	4,6%	13,3%	30,5%	26,6%	22,0%	391	8,4	0,1		
	Norwegian			1,1%	11,4%	3,4%	21,6%	37,5%	13,6%	11,4%	161	7,7	0,2		
	Swedish	1,2%	1,2%	2,4%	1,2%	7,2%	10,8%	26,5%	20,5%	14,5%	14,5%	112	7,4	0,4	
	Spanish			10,5%	5,3%	21,1%	26,3%	26,3%		10,5%	10,5%	29	6,9	0,6	
	Italian			5,3%				26,3%	47,4%	10,5%	10,5%	20	7,8	0,7	
	Dutch			0,7%	3,0%	6,0%	32,1%	42,5%	9,7%	6,0%	7,5	7,7	0,2		
	Other	0,5%	0,5%	1,2%	4,9%	5,6%	13,6%	29,3%	24,7%	19,7%	493	8,1	0,1		
	Market area	Scandinavia	0,3%	0,3%	1,4%	2,5%	7,6%	6,5%	19,6%	29,7%	18,7%	13,5%	461	7,7	0,2
Britain			0,4%	1,5%	2,1%	5,4%	13,5%	31,0%	23,6%	22,5%	517	8,3	0,1		
Central/South-Europe			1,4%	1,7%	5,8%	8,1%	19,7%	33,8%	16,0%	13,4%	424	7,8	0,1		
North America		0,4%	0,7%	0,4%	3,3%	4,1%	9,7%	26,5%	25,7%	29,4%	336	8,5	0,2		
Other		1,5%		6,6%	6,6%	13,2%	26,7%	23,8%	21,6%	171	8,1	0,2			
Type of trip	Package tour			1,1%	0,6%	2,6%	5,2%	15,6%	29,5%	27,0%	18,5%	335	8,2	0,1	
	Individually arranged	0,1%	0,4%	1,0%	1,8%	5,5%	6,1%	16,0%	30,2%	20,5%	18,4%	1293	8,0	0,1	
	Mix of both		0,7%	5,0%	7,4%	14,4%	31,5%	15,6%	25,4%	273	8,2	0,2			
Purpose of visit	Vacation/holiday	0,1%	0,3%	0,8%	1,6%	4,2%	6,3%	16,0%	29,2%	20,6%	20,7%	1595	8,1	0,1	
	Conference/meeting		1,2%	1,2%	9,7%	3,9%	16,4%	28,7%	24,2%	14,7%	168	7,9	0,2		
	Study/research		3,5%	0,7%	5,7%	5,3%	13,3%	36,8%	17,0%	17,7%	92	7,9	0,3		
	Visiting friends/relatives		2,5%	9,5%	1,3%	17,1%	34,5%	17,5%	17,5%	127	7,9	0,3			
	Business/Employment		1,6%	3,7%	5,0%	18,0%	34,3%	18,7%	18,6%	87	8,1	0,3			
	Event in Iceland	1,1%	2,7%	1,2%	5,0%	8,6%	17,3%	21,5%	18,7%	23,9%	117	7,9	0,3		
	Other		1,4%	6,7%	7,7%	8,4%	41,5%	22,8%	11,4%	127	7,9	0,3			

*Individuals asked: Everyone
**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[BE20] Did you visit any of the following sites/regions?

Answers	Count	Pct. %	Conf. lim +/-
Reykjavik and surrounding areas	2035	95,3%	0,9%
South	1175	55,0%	2,1%
Reykjanes – peninsula	894	41,9%	2,1%
West	654	30,6%	2,0%
Interior	445	20,8%	1,7%
North	250	11,7%	1,4%
East	170	7,9%	1,1%
Westfjords	99	4,6%	0,9%
Number of answers	2136		
Responded	2136	97,9%	
Did not respond**	45	2,1%	
Number of respondents	2181	100,0%	
Asked*	2181	100,0%	
Not asked	0	0,0%	
Number of participants	2181	100,0%	

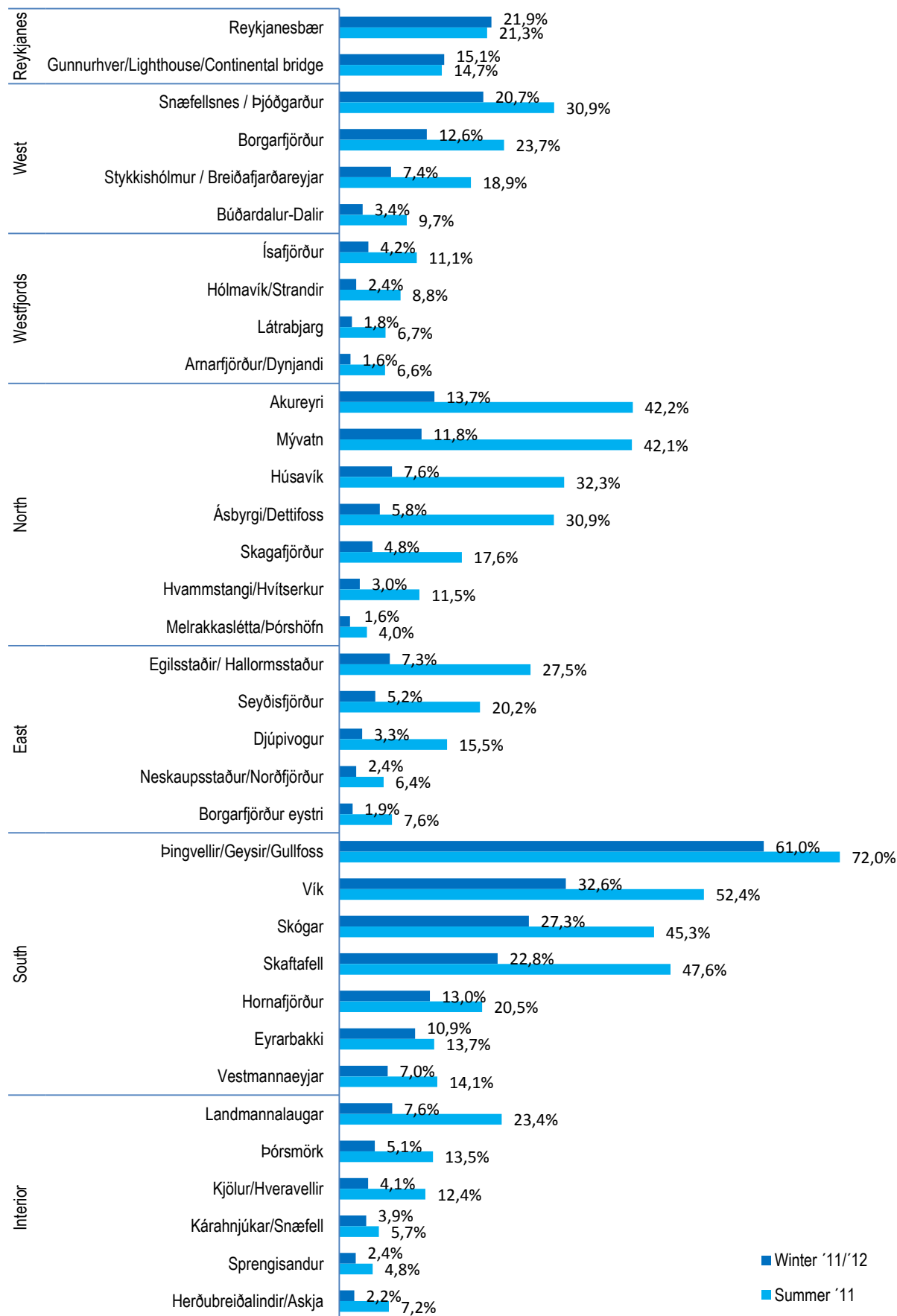


		Reykjavik	South	Reykjanes – peninsula	West	Interior	North	East	Westfjords	Number of answers
Total	Total	95,3%	55,0%	41,9%	30,6%	20,8%	11,7%	7,9%	4,6%	2136
Gender	Male	95,3%	57,1%	47,3%	32,8%	23,1%	11,6%	8,6%	5,2%	980
	Female	95,3%	53,2%	37,3%	28,8%	18,9%	11,8%	7,4%	4,1%	1156
Age	24 years and younger	95,9%	61,9%	44,3%	39,0%	25,4%	13,8%	7,7%	10,7%	205
	25-34 years	94,3%	58,0%	41,6%	34,1%	22,6%	15,9%	11,0%	4,5%	731
	35-44 years	95,5%	53,2%	42,8%	27,2%	17,3%	9,8%	6,6%	3,1%	400
	45-54 years	96,1%	53,8%	36,1%	24,2%	19,0%	7,8%	4,2%	3,1%	363
	55 years and older	95,8%	49,3%	45,2%	29,4%	20,5%	8,7%	7,2%	4,6%	437
Profession	Managerial	92,0%	52,9%	35,2%	26,5%	18,5%	8,8%	5,6%	2,2%	321
	Professional	94,8%	58,9%	46,8%	31,9%	23,3%	12,1%	9,1%	4,6%	718
	Specialized staff	96,3%	48,7%	39,5%	21,1%	15,4%	13,2%	7,1%	3,8%	269
	Clerical/Service	95,8%	45,9%	40,5%	27,5%	20,5%	11,3%	8,8%	2,6%	126
	Student	96,3%	60,0%	38,1%	39,0%	23,1%	16,9%	9,3%	9,9%	225
	Retired/Homemaker	96,1%	47,6%	44,2%	30,3%	26,5%	9,1%	6,6%	4,4%	177
	Other	97,9%	56,7%	40,8%	36,4%	18,4%	11,1%	8,6%	5,1%	268
Househ. income	Low	95,9%	44,3%	38,5%	39,8%	16,6%	12,6%	9,0%	7,1%	54
	Low average	94,9%	50,6%	43,9%	33,6%	19,0%	15,4%	10,3%	6,5%	183
	Average	96,0%	56,3%	41,6%	31,2%	19,8%	12,4%	8,5%	5,5%	838
	High average	94,3%	54,4%	43,0%	28,1%	21,3%	9,7%	6,4%	2,8%	792
	High	95,2%	59,4%	42,5%	32,3%	25,3%	11,9%	10,0%	5,3%	180
Nationality	American	94,2%	53,3%	39,4%	33,2%	19,3%	11,6%	6,9%	5,4%	315
	German	97,2%	66,0%	46,2%	41,5%	22,6%	19,8%	13,2%	4,7%	148
	French	96,1%	66,7%	46,1%	33,3%	18,6%	14,7%	11,8%	5,9%	106
	Danish	95,1%	38,3%	28,4%	23,5%	13,6%	8,6%	3,7%		148
	British	92,6%	48,6%	40,2%	24,9%	22,3%	6,6%	3,4%	2,2%	432
	Norwegian	97,1%	35,2%	40,0%	18,1%	17,1%	4,8%		3,8%	192
	Swedish	98,0%	49,5%	34,3%	18,2%	21,2%	6,1%	3,0%		134
	Spanish	100,0%	81,0%	81,0%	57,1%	23,8%	42,9%	38,1%	9,5%	32
	Italian	100,0%	71,4%	38,1%	38,1%	28,6%	33,3%	42,9%		22
	Dutch	95,7%	69,3%	40,7%	41,4%	12,9%	16,4%	9,3%	2,9%	79
	Other	95,6%	64,6%	47,3%	36,6%	24,2%	14,6%	11,9%	8,8%	526
Market area	Scandinavia	96,5%	41,7%	36,5%	21,3%	16,6%	7,0%	2,9%	1,7%	553
	Britain	93,3%	49,6%	42,4%	25,6%	23,8%	6,4%	3,3%	1,9%	572
	Central/South-Europe	96,6%	69,5%	46,2%	40,6%	23,2%	19,0%	14,9%	6,2%	456
	North America	94,7%	56,5%	41,8%	34,7%	18,2%	13,0%	9,5%	7,1%	371
	Other	96,5%	73,1%	47,1%	41,4%	24,2%	22,9%	17,6%	13,4%	180
Type of trip	Package tour	92,7%	47,7%	34,5%	25,2%	19,3%	9,0%	2,9%	2,8%	376
	Individually arranged	95,7%	56,3%	43,8%	31,8%	20,4%	12,1%	9,2%	5,1%	1439
	Mix of both	96,2%	58,1%	42,7%	31,5%	24,8%	13,2%	8,3%	4,0%	310
Purpose of visit	Vacation/holiday	95,1%	58,1%	44,5%	31,6%	22,2%	11,8%	8,3%	4,4%	1767
	Conference/meeting	95,9%	36,8%	35,0%	19,6%	16,1%	5,1%	1,7%	1,9%	212
	Study/research	98,7%	58,6%	50,4%	44,6%	21,3%	19,1%	13,2%	15,7%	94
	Visiting friends/relatives	93,8%	40,0%	32,3%	33,1%	9,4%	13,3%	8,2%	7,6%	142
	Business/Employment	95,6%	39,7%	30,0%	22,1%	11,5%	16,1%	10,1%	6,6%	97
	Event in Iceland	97,4%	46,5%	47,6%	20,1%	10,2%	6,2%	6,7%	2,5%	138
	Other	95,1%	57,4%	38,8%	33,2%	24,0%	17,0%	10,1%	7,2%	152

*Individuals asked: Everyone

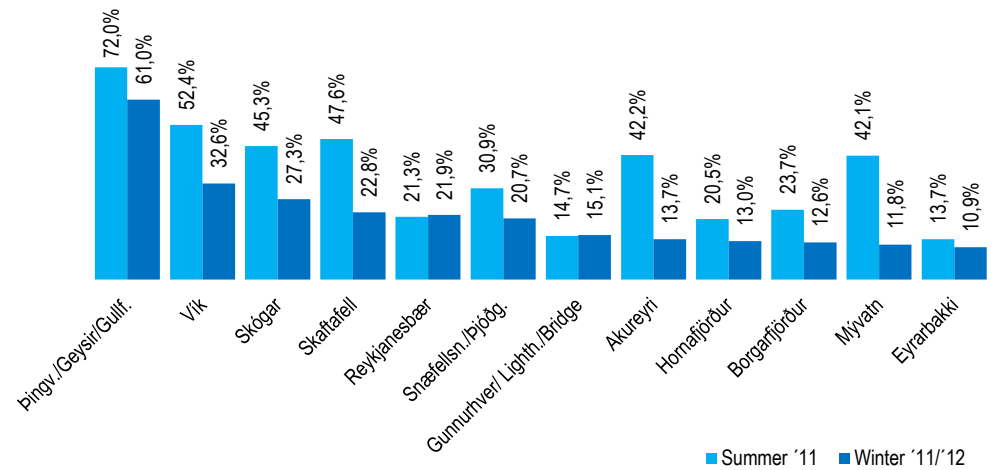
**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

Regions or sites visited



[BE20d] Top 12 - Did you visit any of the following sites/regions?

Answers	Count	Pct. %	Conf. lim +/-
Pingv ellir/Gey sir/Gullfos	933	61,0%	2,4%
Vík	498	32,6%	2,4%
Skógar	416	27,3%	2,2%
Skafafell	348	22,8%	2,1%
Reykjanesbær	334	21,9%	2,1%
Snæfellsnes / Gunnurhver/Lighthouse/ Continental bridge	231	15,1%	1,8%
Akureyri	209	13,7%	1,7%
Hornafjörður	199	13,0%	1,7%
Borgarfjörður	192	12,6%	1,7%
Mývatn	181	11,8%	1,6%
Eyrarbakki	166	10,9%	1,6%
Landmannalaugar	116	7,6%	1,3%
Húsavík	116	7,6%	1,3%
Egilsstaðir/ Vestmannaeyjar	106	7,0%	1,3%
Ásbyrgi/Dettifoss	89	5,8%	1,2%
Seyðisfjörður	79	5,2%	1,1%
Þórsmörk	78	5,1%	1,1%
Skagafjörður	73	4,8%	1,1%
Ísafjörður	64	4,2%	1,0%
Kjölur/Hveravellir	63	4,1%	1,0%
Kárahnjúkar/Snaefell	59	3,9%	1,0%
Búðardalur-Dalir	51	3,4%	0,9%
Djúpivogur	50	3,3%	0,9%
Hvammstangi/Hvítserku	45	3,0%	0,8%
Neskaupsstaður/ Norðfjörður	37	2,4%	0,8%
Hólmavík/Strandir	37	2,4%	0,8%
Sprengisandur	36	2,4%	0,8%
Herðubreiðalindir/Askja	33	2,2%	0,7%
Borgarfjörður eystrí	29	1,9%	0,7%
Látrabjarg	28	1,8%	0,7%
Arnarfjörður/Dyngjandi	25	1,6%	0,6%
Melrakkaslétta/Þórshöfn	24	1,6%	0,6%
None of the above	162	10,6%	1,5%
Number of answers	1528		
Responded	1528	71,5%	
Did not respond**	608	28,5%	
Number of respondents	2136	100,0%	
Asked*	2136	97,9%	
Not asked	45	2,1%	
Number of participants	2181	100,0%	

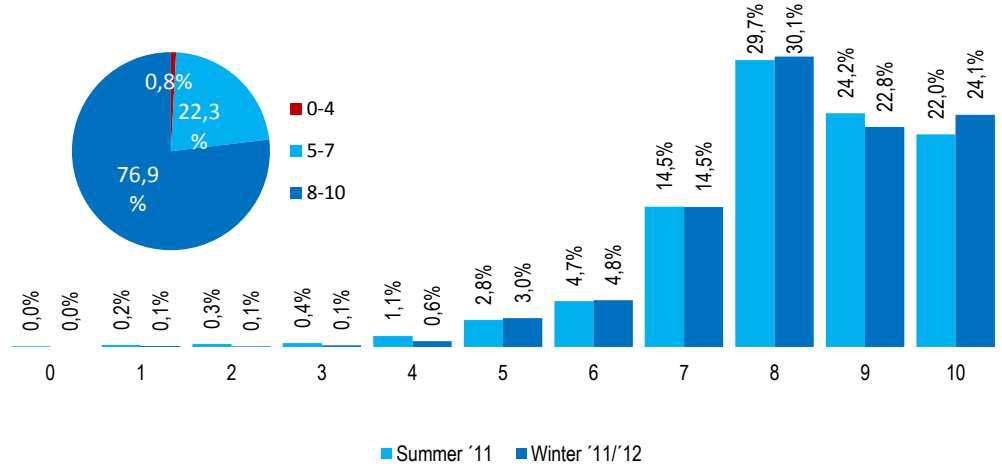


		Pingv./Geyisir/Gullfoss	Vík	Skógar	Skafafell	Reykjanesbær	Snæfellsnes/Þjóðgaur	Gunnurhver/Lighth./Bridge	Akureyri	Hornafjörður	Borgarfjörður	Mývatn	Eyrarbakki
Total	Total	61,0%	32,6%	27,3%	22,8%	21,9%	20,7%	15,1%	13,7%	13,0%	12,6%	11,8%	10,9%
Gender	Male	61,2%	34,0%	28,5%	22,8%	23,7%	20,8%	15,6%	13,5%	12,2%	13,2%	11,0%	12,4%
	Female	60,9%	31,3%	26,2%	22,8%	20,3%	20,7%	14,7%	13,8%	13,8%	12,1%	12,5%	9,6%
Age	24 years and younger	58,0%	39,1%	31,1%	30,0%	24,7%	26,4%	19,1%	12,4%	8,1%	13,1%	7,8%	9,7%
	25-34 years	64,6%	36,4%	32,2%	29,9%	20,4%	22,4%	14,3%	20,0%	16,3%	14,4%	18,4%	12,0%
	35-44 years	63,1%	28,7%	24,1%	19,7%	22,1%	20,4%	15,3%	12,1%	11,8%	11,0%	9,7%	9,7%
	45-54 years	61,1%	29,4%	19,3%	17,2%	17,0%	17,1%	16,6%	7,6%	9,8%	9,7%	6,2%	11,3%
	55 years and older	54,6%	29,4%	26,9%	15,0%	27,1%	18,4%	12,9%	10,4%	13,8%	13,3%	9,7%	10,3%
Profession	Managerial	61,3%	29,6%	27,7%	20,4%	21,8%	17,3%	16,8%	11,9%	11,6%	11,1%	10,1%	12,0%
	Professional	64,1%	32,9%	28,3%	25,8%	24,8%	21,1%	16,7%	13,5%	14,6%	12,7%	12,4%	12,6%
	Specialized staff	55,7%	28,3%	25,1%	16,8%	23,2%	14,1%	14,4%	15,3%	12,0%	8,9%	11,2%	12,8%
	Clerical/Service	54,7%	27,0%	18,4%	23,0%	8,6%	22,3%	7,4%	12,3%	11,6%	7,7%	14,4%	5,0%
	Student	56,7%	40,9%	29,0%	27,6%	17,0%	24,2%	13,1%	17,3%	8,8%	15,4%	13,4%	6,9%
	Retired/Homemaker	58,5%	33,8%	29,0%	16,0%	24,3%	22,5%	14,3%	12,9%	17,8%	15,5%	10,8%	11,6%
	Other	64,1%	34,9%	27,3%	20,9%	20,4%	24,3%	14,5%	12,8%	12,2%	15,6%	11,1%	9,2%
Househ. income	Low	47,0%	24,9%	14,1%	20,8%	16,5%	24,5%	16,4%	15,7%	4,5%	20,1%	10,1%	
	Low average	57,8%	38,8%	27,4%	23,1%	20,9%	19,8%	15,8%	19,6%	15,0%	14,9%	15,4%	12,6%
	Average	61,6%	31,8%	30,0%	25,4%	22,6%	21,4%	14,2%	14,6%	15,4%	12,4%	12,7%	10,3%
	Average	63,9%	32,0%	24,9%	19,9%	23,3%	20,3%	16,4%	11,5%	12,2%	13,0%	10,1%	10,8%
	High	55,5%	36,4%	29,1%	24,6%	18,8%	19,6%	15,9%	12,5%	8,6%	9,1%	12,5%	13,4%
Nationality	American	55,1%	41,5%	33,0%	26,7%	25,6%	22,7%	15,3%	13,1%	14,2%	13,1%	12,5%	10,8%
	German	70,5%	29,5%	21,6%	22,7%	23,9%	23,9%	15,9%	22,7%	15,9%	8,0%	18,2%	11,4%
	French	75,3%	46,9%	45,7%	32,1%	13,6%	27,2%	14,8%	14,8%	22,2%	12,3%	14,8%	13,6%
	Danish	42,3%	11,5%	9,6%	13,5%	13,5%	17,3%	7,7%	11,5%	5,8%	11,5%	7,7%	7,7%
	British	55,9%	21,4%	21,2%	15,9%	16,7%	17,8%	16,5%	7,3%	7,3%	8,6%	4,9%	6,7%
	Norwegian	55,6%	19,0%	12,7%	3,2%	30,2%	4,8%	9,5%	6,3%	1,6%	15,9%	4,8%	7,9%
	Swedish	58,0%	13,0%	8,7%	7,2%	14,5%	8,7%	10,1%	5,8%	8,7%	2,9%	4,3%	8,7%
	Spanish	70,0%	45,0%	20,0%	35,0%	35,0%	40,0%	20,0%	45,0%	35,0%	25,0%	45,0%	30,0%
	Italian	82,4%	64,7%	76,5%	58,8%	17,6%	23,5%	23,5%	23,5%	23,5%	11,8%	29,4%	17,6%
	Dutch	77,8%	50,9%	39,8%	30,6%	16,7%	30,6%	16,7%	15,7%	23,1%	21,3%	15,7%	15,7%
Other	64,7%	42,4%	35,8%	31,7%	26,2%	24,6%	17,2%	17,0%	16,2%	16,2%	14,9%	13,0%	
Market area	Scandinavia	52,5%	15,5%	11,6%	7,8%	19,9%	10,5%	8,8%	8,6%	5,4%	9,1%	6,5%	8,4%
	Britain	54,4%	24,0%	22,1%	16,1%	17,5%	17,6%	17,4%	7,8%	7,3%	10,6%	5,1%	9,1%
	Central/South-Europe	75,1%	45,2%	38,9%	32,4%	21,2%	26,8%	17,5%	20,7%	22,3%	14,7%	18,4%	13,7%
	North America	60,1%	43,6%	33,8%	30,2%	26,1%	25,5%	16,2%	14,6%	15,8%	14,2%	14,2%	11,5%
	Other	65,8%	46,8%	39,0%	40,4%	32,9%	30,2%	16,5%	23,1%	19,0%	18,6%	22,2%	13,9%
Type of trip	Package tour	53,3%	23,7%	18,9%	14,8%	19,4%	16,2%	14,9%	11,1%	10,2%	12,3%	9,7%	6,1%
	Individually arranged	62,8%	36,1%	29,3%	25,9%	22,7%	22,2%	15,6%	14,4%	13,7%	13,6%	12,5%	12,5%
	Mix of both	62,2%	26,3%	26,7%	17,1%	20,9%	18,9%	13,5%	13,2%	13,1%	8,7%	11,2%	8,5%
Purpose of visit	Vacation/holiday	63,5%	34,9%	28,9%	25,0%	21,9%	20,8%	15,5%	13,5%	13,2%	12,6%	12,1%	10,6%
	Conference/meeting	45,2%	7,7%	11,9%	4,6%	24,2%	9,5%	16,3%	8,2%	8,2%	5,6%	5,4%	9,0%
	Study/research	48,9%	36,4%	24,6%	24,7%	35,3%	29,6%	19,8%	21,1%	19,5%	22,0%	16,9%	12,6%
	Visiting friends/relatives	39,2%	24,5%	21,4%	18,3%	15,5%	23,6%	7,0%	16,5%	10,3%	20,7%	15,2%	14,5%
	Business/Employment	46,7%	27,5%	25,3%	15,1%	19,1%	16,7%	10,6%	24,6%	18,6%	6,4%	18,0%	16,1%
	Event in Iceland	49,2%	27,4%	27,7%	14,1%	26,5%	10,6%	19,7%	8,0%	8,4%	7,5%	8,7%	10,3%
	Other	63,4%	30,9%	24,9%	22,1%	20,8%	23,7%	7,5%	18,9%	13,8%	16,9%	16,4%	11,0%

*Individuals asked: Everyone who did mention any sites/regions in BE20

**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

Answers	Count	Pct. %	Conf. lim +/-
0	0	0,0%	0,0%
1	1	0,1%	0,1%
2	1	0,1%	0,1%
3	3	0,1%	0,2%
4	11	0,6%	0,3%
5	60	3,0%	0,7%
6	97	4,8%	0,9%
7	292	14,5%	1,5%
8	606	30,1%	2,0%
9	459	22,8%	1,8%
10	485	24,1%	1,9%
Number of answers	2015	100,0%	
Responded	2015	92,4%	
Did not respond**	166	7,6%	
Number of respondents	2181	100,0%	
Asked*	2181	100,0%	
Not asked	0	0,0%	
Number of participants	2181	100,0%	



	Average
Winter '11/'12	8,3
Summer '11	8,3

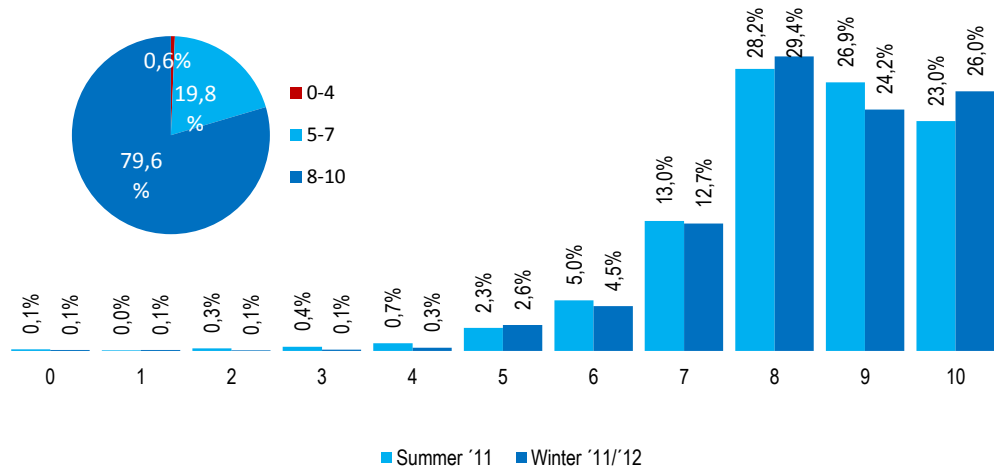
		0	1	2	3	4	5	6	7	8	9	10	Number of answers	Average	Conf. lim +/-
Total	Total	0,1%	0,1%	0,1%	0,6%	3,0%	4,8%	14,5%	30,1%	22,8%	24,1%	2015	8,3	0,1	
Gender	Male		0,1%	0,1%	0,7%	3,8%	5,0%	17,1%	32,8%	22,3%	18,1%	916	8,2	0,1	
	Female	0,1%		0,2%	0,5%	2,2%	4,7%	12,3%	27,8%	23,1%	29,0%	1099	8,5	0,1	
Age	24 years and younger	0,7%			1,1%	1,3%	8,4%	17,6%	29,6%	18,2%	23,2%	205	8,2	0,2	
	25-34 years		0,2%	0,2%	0,7%	2,8%	5,1%	16,5%	27,0%	22,8%	24,7%	695	8,3	0,1	
	35-44 years			0,2%	0,8%	2,0%	4,0%	13,6%	33,2%	19,9%	26,3%	378	8,4	0,1	
	45-54 years				0,2%	2,6%	3,7%	14,2%	30,7%	25,9%	22,8%	340	8,4	0,1	
	55 years and older					0,3%	5,3%	4,3%	10,4%	32,2%	25,2%	22,3%	396	8,3	0,1
Profession	Managerial					2,4%	4,5%	14,7%	33,2%	22,9%	22,3%	288	8,4	0,1	
	Professional			0,3%	0,8%	3,2%	4,0%	11,9%	31,4%	24,4%	24,1%	695	8,4	0,1	
	Specialized staff				1,1%	1,6%	6,6%	15,3%	28,0%	22,7%	24,8%	253	8,3	0,2	
	Clerical/Service				0,7%	0,5%	4,5%	27,5%	26,9%	20,4%	19,6%	121	8,2	0,2	
	Student		0,6%		1,1%	2,0%	9,1%	17,5%	26,6%	20,9%	22,1%	217	8,1	0,2	
	Retired/Homemaker				0,3%	8,1%	2,2%	10,6%	26,6%	30,1%	21,9%	162	8,3	0,2	
	Other			0,5%		3,0%	4,5%	13,4%	32,2%	17,5%	28,9%	248	8,4	0,2	
Househ. income	Low		3,0%			5,3%	1,7%	20,0%	38,2%	16,4%	15,4%	47	7,8	0,5	
	Low average					1,1%	3,8%	5,1%	11,3%	23,4%	20,4%	35,0%	170	8,5	0,2
	Average				0,1%	0,5%	3,0%	4,5%	14,4%	28,2%	24,9%	24,3%	816	8,4	0,1
	High average			0,2%	0,2%	0,1%	3,7%	5,4%	15,4%	32,0%	21,5%	21,7%	730	8,3	0,1
	High				0,4%	0,7%	0,7%	5,5%	12,9%	31,2%	21,9%	26,5%	165	8,4	0,2
Nationality	American				0,4%	4,5%	5,3%	9,0%	21,7%	20,9%	38,1%	296	8,6	0,2	
	German		1,0%			1,9%	5,8%	9,6%	30,8%	20,2%	30,8%	146	8,5	0,2	
	French			1,0%	1,0%	5,1%	19,2%	35,4%	23,2%	15,2%	103	8,2	0,2		
	Danish				1,4%	5,8%	15,9%	30,4%	29,0%	17,4%	126	8,3	0,2		
	British			0,1%	0,1%	1,9%	4,9%	13,5%	26,9%	28,1%	24,4%	412	8,5	0,1	
	Norwegian					8,4%	3,2%	21,1%	37,9%	16,8%	12,6%	174	7,9	0,2	
	Swedish			1,2%		4,7%	5,8%	14,0%	32,6%	18,6%	23,3%	116	8,2	0,3	
	Spanish				9,5%	4,8%	4,8%	28,6%	28,6%	9,5%	14,3%	32	7,5	0,6	
	Italian					5,0%	10,0%	5,0%	45,0%	20,0%	15,0%	21	8,1	0,6	
	Dutch			0,8%	0,8%	3,8%	26,3%	45,9%	15,0%	6,8%	75	7,9	0,3		
	Other			0,3%	1,0%	1,9%	4,3%	14,2%	30,0%	23,8%	24,6%	513	8,4	0,1	
Market area	Scandinavia		0,3%			4,8%	4,5%	15,5%	34,2%	21,8%	18,9%	489	8,2	0,1	
	Britain			0,1%	1,0%	2,1%	4,4%	13,4%	29,9%	25,5%	23,6%	549	8,4	0,1	
	Central/South-Europe		0,3%	0,1%	1,0%	1,8%	5,0%	17,4%	34,6%	20,4%	19,2%	443	8,2	0,1	
	North America			0,4%	0,3%	4,0%	5,0%	9,5%	23,1%	21,9%	35,7%	353	8,6	0,2	
	Other					1,4%	6,4%	17,5%	22,7%	24,5%	27,4%	176	8,4	0,2	
Type of trip	Package tour				0,5%	1,4%	4,9%	14,4%	28,4%	25,9%	24,6%	354	8,4	0,1	
	Individually arranged		0,1%	0,1%	0,1%	0,6%	3,5%	5,2%	14,7%	30,7%	21,5%	23,4%	1349	8,3	0,1
	Mix of both			0,3%	0,5%	2,4%	3,3%	13,3%	29,3%	25,5%	25,3%	299	8,5	0,1	
Purpose of visit	Vacation/holiday		0,1%	0,2%	0,6%	2,5%	4,6%	14,5%	29,5%	23,2%	24,9%	1703	8,4	0,1	
	Conference/meeting				0,9%	5,2%	5,7%	12,3%	31,0%	21,5%	23,4%	172	8,3	0,2	
	Study/research					1,5%	5,4%	20,4%	27,8%	23,7%	21,1%	87	8,3	0,3	
	Visiting friends/relatives				0,8%	1,8%	2,7%	14,6%	34,2%	23,9%	22,0%	136	8,4	0,2	
	Business/Employment					4,8%	1,6%	14,8%	34,6%	17,6%	26,6%	79	8,4	0,3	
	Event in Iceland					4,5%	4,9%	14,5%	32,0%	16,7%	27,4%	129	8,3	0,2	
	Other		1,0%			4,6%	6,9%	14,4%	30,6%	24,0%	18,4%	141	8,1	0,3	

*Individuals asked: Everyone
 **Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[BE21_r2] Rate tourist sites in Iceland in general
- Accessibility (paths, viewpoints and the like)



Answers	Count	Pct. %	Conf. lim +/-
0	1	0,1%	0,1%
1	2	0,1%	0,1%
2	1	0,1%	0,1%
3	3	0,1%	0,2%
4	6	0,3%	0,2%
5	52	2,6%	0,7%
6	90	4,5%	0,9%
7	256	12,7%	1,5%
8	593	29,4%	2,0%
9	486	24,2%	1,9%
10	523	26,0%	1,9%
Number of answers	2013	100,0%	
Responded	2013	92,3%	
Did not respond**	168	7,7%	
Number of respondents	2181	100,0%	
Asked*	2181	100,0%	
Not asked	0	0,0%	
Number of participants	2181	100,0%	



	Average
Winter '11/'12	8,4
Summer '11	8,3

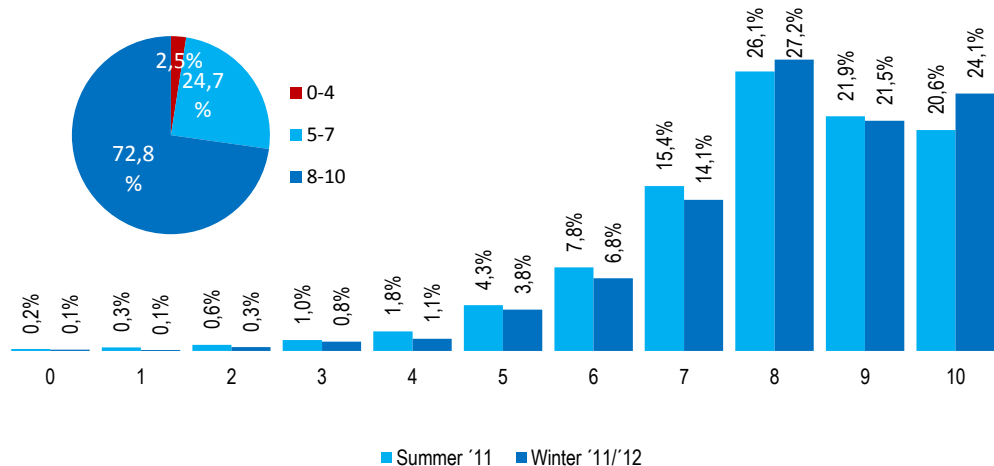
		0	1	2	3	4	5	6	7	8	9	10	Number of answers	Average	Conf. lim +/-	
Total	Total	0,1%	0,1%	0,1%	0,1%	0,3%	2,6%	4,5%	12,7%	29,4%	24,2%	26,0%	2013	8,4	0,1	
Gender	Male	0,1%	0,1%	0,1%	0,3%	2,7%	5,9%	13,1%	33,4%	24,2%	19,9%	909	8,3	0,1		
	Female	0,1%	0,1%	0,1%	0,3%	2,5%	3,3%	12,5%	26,2%	24,1%	30,9%	1104	8,6	0,1		
Age	24 years and younger						2,9%	7,3%	17,2%	29,1%	21,8%	21,7%	204	8,2	0,2	
	25-34 years	0,2%	0,2%	0,1%	0,2%	0,7%	2,7%	4,6%	14,5%	26,4%	23,6%	26,8%	701	8,4	0,1	
	35-44 years						1,5%	3,0%	11,3%	34,8%	21,2%	28,2%	364	8,6	0,1	
	45-54 years							2,6%	4,5%	11,9%	29,5%	24,6%	26,9%	338	8,5	0,1
	55 years and older	0,1%	0,1%	0,3%	0,3%	3,2%	4,0%	9,4%	30,2%	28,6%	23,9%	405	8,4	0,1		
Profession	Managerial			0,4%			1,7%	2,8%	14,1%	33,1%	22,0%	25,8%	282	8,5	0,1	
	Professional		0,1%			0,5%	2,1%	4,3%	10,7%	32,1%	25,6%	24,7%	695	8,5	0,1	
	Specialized staff			0,2%		0,4%	1,5%	4,9%	14,4%	29,0%	22,4%	27,2%	260	8,5	0,2	
	Clerical/Service			0,5%		1,0%	2,8%	6,4%	16,0%	30,6%	23,2%	19,6%	122	8,2	0,3	
	Student						2,7%	7,8%	18,0%	22,9%	23,1%	25,5%	213	8,3	0,2	
	Retired/Homemaker						7,1%	2,9%	7,2%	27,1%	32,2%	23,4%	164	8,4	0,2	
	Other	0,5%			0,5%		2,5%	4,1%	12,9%	25,2%	20,2%	34,1%	247	8,5	0,2	
Househ. income	Low						2,8%		20,3%	32,9%	18,8%	25,3%	45	8,4	0,4	
	Low average	0,8%				0,7%	5,5%	7,6%	12,8%	17,8%	25,0%	29,8%	170	8,3	0,3	
	Average		0,2%	0,1%		0,1%	2,2%	3,7%	12,8%	30,6%	25,1%	25,1%	813	8,5	0,1	
	High average			0,1%	0,2%	0,2%	2,7%	4,9%	12,5%	31,1%	23,9%	24,5%	731	8,4	0,1	
	High				0,7%	0,7%	0,7%	2,2%	11,0%	25,9%	22,5%	36,2%	164	8,7	0,2	
Nationality	American		0,4%		0,4%	0,4%	1,6%	1,6%	9,3%	21,1%	26,3%	38,9%	300	8,8	0,2	
	German						1,9%	5,8%	9,6%	25,0%	23,1%	34,6%	146	8,7	0,2	
	French					1,0%	1,0%	6,0%	21,0%	36,0%	21,0%	14,0%	104	8,1	0,2	
	Danish						2,8%	7,0%	14,1%	33,8%	18,3%	23,9%	130	8,3	0,2	
	British			0,1%	0,3%		2,3%	4,2%	11,0%	27,8%	29,1%	25,0%	413	8,5	0,1	
	Norwegian						5,4%	7,6%	13,0%	37,0%	18,5%	18,5%	168	8,1	0,2	
	Swedish	1,2%			1,2%		4,8%	2,4%	15,5%	26,2%	25,0%	23,8%	114	8,2	0,3	
	Spanish						10,0%	10,0%	20,0%	40,0%	5,0%	15,0%	30	7,7	0,5	
	Italian							9,5%	9,5%	33,3%	28,6%	19,0%	22	8,4	0,5	
	Dutch							1,5%	4,4%	22,1%	50,0%	14,7%	7,4%	76	7,9	0,2
	Other					0,7%	2,2%	3,9%	12,4%	29,1%	25,5%	26,2%	507	8,5	0,1	
	Market area	Scandinavia	0,3%			0,3%		3,8%	5,4%	14,3%	32,5%	21,2%	22,3%	484	8,3	0,1
Britain			0,1%	0,2%		0,5%	2,8%	5,1%	10,0%	30,0%	27,0%	24,4%	550	8,4	0,1	
Central/South-Europe					0,3%	0,5%	1,9%	5,2%	16,4%	34,3%	19,5%	22,0%	445	8,3	0,1	
North America				0,3%		0,3%	1,6%	1,7%	8,8%	21,9%	28,8%	36,6%	355	8,8	0,1	
Other							2,2%	4,1%	15,3%	23,3%	26,2%	28,8%	171	8,5	0,2	
Type of trip	Package tour						1,4%	4,8%	10,9%	28,8%	28,0%	26,1%	357	8,6	0,1	
	Individually arranged		0,1%	0,0%	0,2%	0,4%	2,6%	4,4%	13,8%	29,7%	23,1%	25,6%	1341	8,4	0,1	
	Mix of both	0,4%		0,2%			4,1%	4,5%	10,2%	28,8%	24,8%	26,9%	302	8,4	0,2	
Purpose of visit	Vacation/holiday		0,1%	0,1%	0,2%	0,4%	2,2%	4,0%	12,3%	29,8%	24,5%	26,5%	1711	8,5	0,1	
	Conference/meeting						4,0%	5,8%	12,2%	29,5%	19,2%	29,3%	174	8,4	0,2	
	Study/research						3,1%	4,5%	19,5%	22,4%	24,2%	26,3%	89	8,4	0,3	
	Visiting friends/relatives						1,8%	5,0%	18,1%	30,9%	23,3%	20,9%	134	8,3	0,2	
	Business/Employment						3,2%	5,4%	12,7%	27,8%	21,9%	29,0%	80	8,5	0,3	
	Event in Iceland		1,1%				3,5%	3,9%	12,5%	33,2%	20,1%	25,8%	128	8,3	0,3	
	Other						1,0%	4,4%	6,5%	11,4%	28,0%	25,3%	23,4%	138	8,3	0,3

*Individuals asked: Everyone
**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[BE21_r3] Rate tourist sites in Iceland in general
- Sanitary facilities



Answers	Count	Pct. %	Conf. lim +/-
0	2	0,1%	0,1%
1	1	0,1%	0,1%
2	6	0,3%	0,3%
3	16	0,8%	0,4%
4	21	1,1%	0,5%
5	72	3,8%	0,9%
6	127	6,8%	1,1%
7	265	14,1%	1,6%
8	511	27,2%	2,0%
9	404	21,5%	1,9%
10	452	24,1%	1,9%
Number of answers	1879	100,0%	
Responded	1879	86,1%	
Did not respond**	302	13,9%	
Number of respondents	2181	100,0%	
Asked*	2181	100,0%	
Not asked	0	0,0%	
Number of participants	2181	100,0%	



Average

Winter '11/12	8,2
Summer '11	8,0

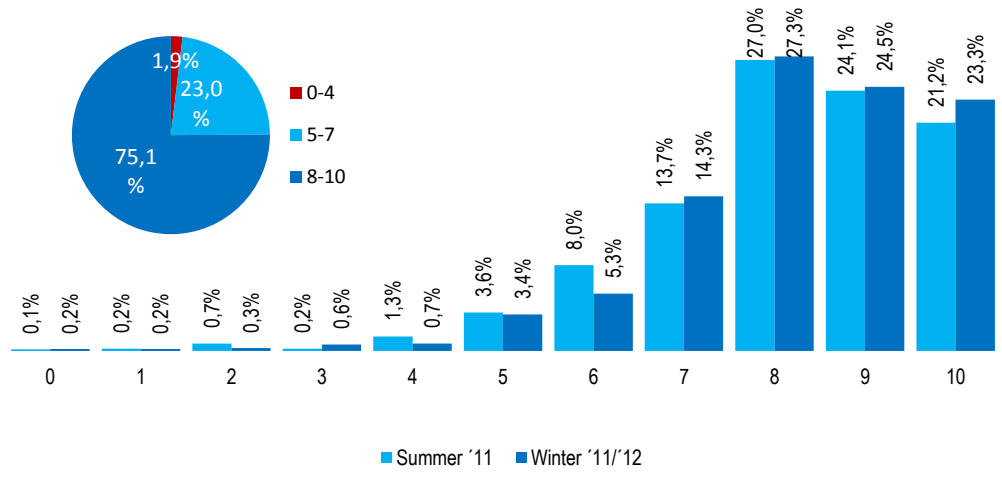
		0	1	2	3	4	5	6	7	8	9	10	Number of answers	Average	Conf. lim +/-
Total	Total	0,1%	0,1%	0,3%	0,8%	1,1%	3,8%	6,8%	14,1%	27,2%	21,5%	24,1%	1879	8,2	0,1
Gender	Male	0,2%	0,1%	0,4%	0,5%	1,0%	3,9%	7,1%	16,4%	31,1%	20,1%	19,2%	848	8,0	0,1
	Female		0,1%	0,3%	1,1%	1,2%	3,8%	6,6%	12,2%	24,0%	22,7%	28,0%	1030	8,3	0,1
Age	24 years and younger				0,7%	1,4%	6,5%	12,8%	17,0%	18,8%	24,7%	18,3%	192	7,9	0,2
	25-34 years			0,8%	0,5%	1,8%	2,4%	9,3%	14,4%	26,2%	19,7%	25,0%	633	8,2	0,1
	35-44 years	0,4%	0,2%	0,4%	1,3%	0,6%	3,6%	4,3%	12,7%	32,5%	19,8%	24,3%	340	8,2	0,2
	45-54 years		0,2%		0,8%	0,4%	3,7%	5,3%	15,0%	28,5%	22,5%	23,6%	324	8,3	0,2
	55 years and older	0,2%			1,1%	1,1%	5,2%	3,2%	12,9%	27,4%	23,4%	25,6%	390	8,3	0,2
Profession	Managerial	0,2%			1,6%	1,0%	2,8%	8,7%	15,0%	27,4%	22,4%	21,0%	274	8,1	0,2
	Professional		0,2%	0,9%	0,7%	1,4%	2,6%	6,2%	13,5%	29,5%	20,9%	24,2%	652	8,2	0,1
	Specialized staff	0,5%			1,0%	0,5%	3,9%	3,0%	16,6%	26,6%	20,9%	26,9%	234	8,3	0,2
	Clerical/Service					2,5%	5,2%	13,5%	15,2%	27,7%	18,2%	17,7%	113	7,9	0,3
	Student				0,6%	1,0%	4,2%	13,2%	17,2%	20,6%	22,4%	20,7%	194	8,0	0,2
	Retired/Homemaker				0,4%	0,4%	5,9%	1,6%	11,1%	23,8%	29,2%	27,7%	155	8,5	0,2
	Other			0,2%	0,6%	1,1%	5,8%	4,5%	12,4%	28,9%	18,6%	27,7%	226	8,3	0,2
Household income	Low					6,2%	6,4%	6,4%	11,5%	32,3%	20,7%	16,5%	40	7,9	0,5
	Low average			0,8%		2,2%	1,2%	10,4%	11,7%	27,2%	20,9%	25,5%	148	8,2	0,3
	Average	0,2%		0,2%	0,7%	0,8%	4,7%	6,0%	13,7%	27,1%	23,2%	23,6%	774	8,2	0,1
	High average		0,1%	0,4%	1,2%	0,8%	4,1%	7,3%	14,1%	28,9%	20,5%	22,7%	678	8,1	0,1
	High		0,4%		0,8%	1,6%	1,5%	4,8%	17,5%	23,4%	20,2%	29,8%	161	8,4	0,2
Nationality	American				1,3%		3,0%	3,0%	10,4%	17,4%	20,4%	44,3%	279	8,8	0,2
	German			2,1%	2,1%	1,0%	4,2%	7,3%	11,5%	25,0%	22,9%	24,0%	134	8,1	0,3
	French				2,2%	3,3%	8,9%	17,8%	25,6%	21,1%	21,1%	93	8,1	0,3	
	Danish			1,7%	3,4%	1,7%	6,9%	6,9%	15,5%	32,8%	19,0%	12,1%	106	7,6	0,4
	British	0,2%	0,2%		0,6%	0,8%	2,6%	5,8%	14,0%	23,1%	27,2%	25,6%	398	8,4	0,1
	Norwegian						6,9%	6,9%	25,3%	31,0%	12,6%	17,2%	159	7,9	0,2
	Swedish					4,0%	10,7%	9,3%	12,0%	24,0%	22,7%	17,3%	102	7,8	0,3
	Spanish				5,0%		10,0%	15,0%	10,0%	30,0%	20,0%	10,0%	30	7,5	0,7
	Italian					5,3%	10,5%	15,8%	42,1%	15,8%	10,5%	20	7,8	0,6	
	Dutch			0,8%	0,8%	0,8%	3,8%	10,6%	25,8%	34,1%	16,7%	6,8%	74	7,6	0,3
	Other	0,3%	0,2%	0,3%	0,3%	1,7%	1,8%	7,4%	11,3%	33,5%	21,4%	21,9%	481	8,2	0,1
Market area	Scandinavia			0,4%	0,8%	1,6%	6,8%	7,5%	18,4%	29,4%	18,8%	16,2%	439	7,8	0,1
	Britain	0,1%	0,1%	0,2%	0,7%	0,9%	2,8%	6,6%	12,2%	26,4%	25,4%	24,6%	527	8,3	0,1
	Central/South-Europe			0,8%	1,1%	1,3%	4,1%	9,1%	16,3%	30,4%	18,8%	18,1%	414	7,9	0,2
	North America		0,2%		0,7%		2,9%	2,6%	9,6%	20,4%	22,7%	40,9%	325	8,8	0,2
	Other	0,7%			0,7%	2,2%	0,7%	8,3%	11,6%	29,9%	21,3%	24,3%	167	8,2	0,3
Type of trip	Package tour	0,4%	0,2%		0,4%	1,1%	2,1%	7,0%	13,7%	27,4%	24,4%	23,5%	342	8,3	0,2
	Individually arranged	0,0%	0,1%	0,5%	1,1%	1,4%	4,6%	6,9%	14,7%	27,1%	19,8%	23,8%	1243	8,1	0,1
	Mix of both			0,4%			2,9%	5,9%	12,3%	27,2%	25,5%	25,8%	283	8,4	0,2
Purpose of visit	Vacation/holiday		0,1%	0,4%	0,6%	1,1%	3,3%	6,6%	13,8%	27,2%	21,9%	25,0%	1603	8,2	0,1
	Conference/meeting	0,8%			2,4%		6,7%	5,2%	16,7%	28,7%	21,7%	17,8%	163	7,9	0,3
	Study/research				0,7%	1,6%	5,0%	11,9%	18,5%	22,7%	20,6%	18,9%	87	7,9	0,3
	Visiting friends/relatives				1,0%	7,0%	7,6%	13,6%	30,5%	16,4%	23,9%	122	8,1	0,3	
	Business/Employment	0,9%					6,8%	9,0%	18,4%	34,1%	9,2%	21,5%	70	7,9	0,4
	Event in Iceland				1,1%		5,6%	10,3%	8,5%	30,2%	20,2%	24,0%	111	8,2	0,3
	Other				2,0%	2,6%	3,3%	6,7%	14,6%	28,7%	15,8%	26,2%	120	8,1	0,3

*Individuals asked: Everyone
**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[BE21_r4] Rate tourist sites in Iceland in general
 - Security factors (warning signs, hazard zones, definitions and the like)



Answers	Count	Pct. %	Conf. lim +/-
0	3	0,2%	0,2%
1	3	0,2%	0,2%
2	4	0,3%	0,2%
3	10	0,6%	0,4%
4	12	0,7%	0,4%
5	59	3,4%	0,8%
6	92	5,3%	1,0%
7	250	14,3%	1,6%
8	477	27,3%	2,1%
9	428	24,5%	2,0%
10	407	23,3%	2,0%
Number of answers	1747	100,0%	
Responded	1747	80,1%	
Did not respond**	434	19,9%	
Number of respondents	2181	100,0%	
Asked*	2181	100,0%	
Not asked	0	0,0%	
Number of participants	2181	100,0%	



Average	Value
Winter '11/'12	8,3
Summer '11	8,1

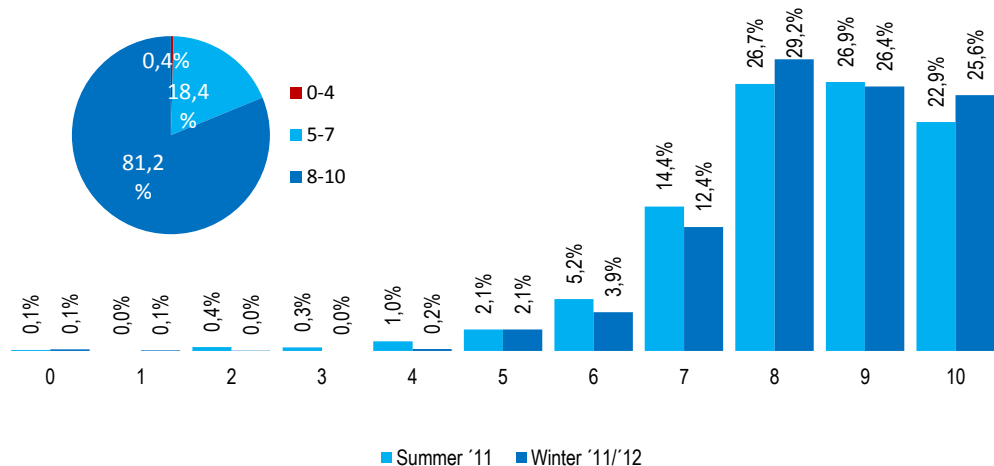
		0	1	2	3	4	5	6	7	8	9	10	Number of answers	Average	Conf. lim +/-
Total	Total	0,2%	0,2%	0,3%	0,6%	0,7%	3,4%	5,3%	14,3%	27,3%	24,5%	23,3%	1747	8,3	0,1
Gender	Male	0,2%	0,3%	0,1%	0,4%	0,9%	2,6%	5,6%	15,4%	30,3%	24,6%	19,6%	796	8,2	0,1
	Female	0,1%	0,1%	0,4%	0,8%	0,5%	4,0%	5,0%	13,5%	24,8%	24,4%	26,4%	951	8,3	0,1
Age	24 years and younger				2,4%	0,7%	5,9%	6,5%	13,7%	29,8%	21,9%	19,1%	178	8,0	0,2
	25-34 years		0,2%	0,6%	0,3%	1,0%	3,1%	5,9%	17,5%	25,9%	22,3%	23,2%	610	8,2	0,1
	35-44 years		0,2%			0,4%	3,2%	3,9%	11,3%	31,6%	23,9%	25,4%	320	8,4	0,1
	45-54 years	0,6%		0,3%	0,6%	0,5%	3,6%	6,6%	12,5%	24,0%	26,9%	24,4%	289	8,3	0,2
	55 years and older	0,3%	0,3%		0,7%	0,5%	2,4%	3,9%	13,4%	27,3%	28,2%	22,9%	350	8,3	0,2
Profession	Managerial			0,5%	0,5%		3,2%	4,8%	14,4%	30,3%	25,4%	21,0%	249	8,3	0,2
	Professional	0,3%	0,1%	0,6%	0,5%	0,6%	2,3%	6,3%	14,3%	25,7%	24,9%	24,3%	591	8,3	0,1
	Specialized staff				0,8%	0,5%		4,6%	12,9%	30,0%	25,6%	25,6%	230	8,5	0,2
	Clerical/Service			0,6%		1,7%	1,3%	5,4%	19,8%	39,0%	13,6%	18,6%	96	8,1	0,3
	Student				1,7%	1,4%	6,6%	7,4%	15,1%	24,2%	25,7%	17,8%	186	8,0	0,2
	Retired/Homemaker		0,8%			0,8%	5,4%	3,3%	9,4%	25,4%	31,5%	23,4%	146	8,4	0,3
	Other	0,6%				0,9%	6,1%	3,3%	17,3%	24,2%	20,4%	27,3%	217	8,2	0,2
Household income	Low					3,1%	11,5%	6,0%	10,2%	35,4%	21,5%	12,3%	41	7,8	0,5
	Low average		0,4%		0,9%	1,9%	2,3%	6,2%	12,7%	26,0%	21,5%	28,1%	137	8,3	0,3
	Average	0,2%	0,2%	0,1%	0,6%	0,5%	4,0%	4,4%	15,7%	26,0%	26,0%	22,4%	732	8,3	0,1
	High average	0,3%	0,1%	0,6%	0,5%	0,7%	3,2%	6,2%	14,3%	28,7%	22,8%	22,5%	625	8,2	0,1
	High		0,4%		1,3%		0,4%	4,5%	12,2%	25,8%	26,9%	28,5%	144	8,5	0,2
Nationality	American	0,5%		0,5%	1,0%		3,4%	5,4%	7,8%	19,6%	22,1%	39,7%	248	8,6	0,2
	German					2,2%	8,7%	5,4%	10,9%	21,7%	22,8%	28,3%	129	8,2	0,3
	French					1,1%	2,2%	3,3%	22,2%	33,3%	26,7%	11,1%	93	8,1	0,2
	Danish			1,7%	3,4%		1,7%	5,2%	8,6%	31,0%	27,6%	20,7%	106	8,2	0,3
	British		0,5%	0,2%	0,5%	0,7%	2,5%	6,6%	13,7%	25,2%	27,4%	22,8%	358	8,3	0,2
	Norwegian	1,3%					3,8%	3,8%	19,0%	26,6%	26,6%	19,0%	144	8,2	0,3
	Swedish				1,5%	11,9%		6,0%	20,9%	23,9%	20,9%	14,9%	91	7,8	0,3
	Spanish							5,3%	26,3%	42,1%	15,8%	10,5%	29	8,0	0,4
	Italian					5,3%		5,3%	10,5%	47,4%	10,5%	21,1%	20	8,1	0,7
	Dutch						3,2%	5,6%	27,4%	41,9%	15,3%	6,5%	70	7,8	0,3
	Other		0,3%	0,2%	0,5%	0,7%	1,7%	4,9%	13,8%	29,4%	25,6%	22,9%	457	8,3	0,1
Market area	Scandinavia	0,4%		0,4%	0,9%	0,3%	5,0%	4,8%	15,9%	26,6%	26,4%	19,2%	408	8,1	0,2
	Britain		0,4%	0,1%	0,6%	0,8%	2,2%	6,2%	14,0%	27,6%	26,1%	22,0%	475	8,3	0,1
	Central/South-Europe		0,3%		0,3%	1,2%	3,5%	4,3%	18,3%	32,8%	21,6%	17,7%	402	8,1	0,1
	North America	0,4%		0,7%	0,4%	0,3%	3,1%	4,8%	7,8%	22,0%	25,1%	35,4%	297	8,6	0,2
	Other				0,8%	0,8%	3,1%	7,6%	13,3%	24,7%	21,9%	27,8%	159	8,3	0,2
Type of trip	Package tour				0,8%	0,2%	2,4%	4,9%	13,3%	28,4%	25,4%	24,7%	311	8,4	0,2
	Individually arranged	0,3%	0,2%	0,3%	0,6%	1,0%	3,8%	5,5%	14,6%	26,5%	24,2%	23,0%	1174	8,2	0,1
	Mix of both		0,2%	0,2%	0,2%		2,7%	5,0%	14,5%	29,5%	25,4%	22,2%	252	8,3	0,2
Purpose of visit	Vacation/holiday	0,2%	0,2%	0,3%	0,5%	0,7%	2,5%	5,0%	14,5%	27,2%	24,6%	24,3%	1487	8,3	0,1
	Conference/meeting						4,8%	4,9%	15,9%	21,7%	27,4%	25,2%	142	8,4	0,2
	Study/research	1,5%			2,2%	1,7%	8,4%	8,9%	16,7%	19,9%	24,9%	15,8%	84	7,7	0,4
	Visiting friends/relatives	1,5%					6,9%	6,2%	14,3%	27,1%	21,3%	22,6%	120	8,1	0,3
	Business/Employment						5,9%	4,0%	13,4%	34,5%	20,2%	22,0%	68	8,3	0,3
	Event in Iceland				2,4%		8,4%	1,2%	14,4%	25,2%	24,4%	24,0%	103	8,2	0,3
	Other	1,1%			1,6%		3,1%	7,9%	7,4%	32,5%	23,4%	23,0%	113	8,2	0,3

*Individuals asked: Everyone
 **Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[BE21_r5] Rate tourist sites in Iceland in general
- Conduct of guests



Answers	Count	Pct. %	Conf. lim +/-
0	3	0,1%	0,2%
1	1	0,1%	0,1%
2	1	0,0%	0,1%
3	0	0,0%	0,0%
4	4	0,2%	0,2%
5	41	2,1%	0,6%
6	75	3,9%	0,9%
7	240	12,4%	1,5%
8	565	29,2%	2,0%
9	513	26,4%	2,0%
10	496	25,6%	1,9%
Number of answers	1939	100,0%	
Responded	1939	88,9%	
Did not respond**	242	11,1%	
Number of respondents	2181	100,0%	
Asked*	2181	100,0%	
Not asked	0	0,0%	
Number of participants	2181	100,0%	

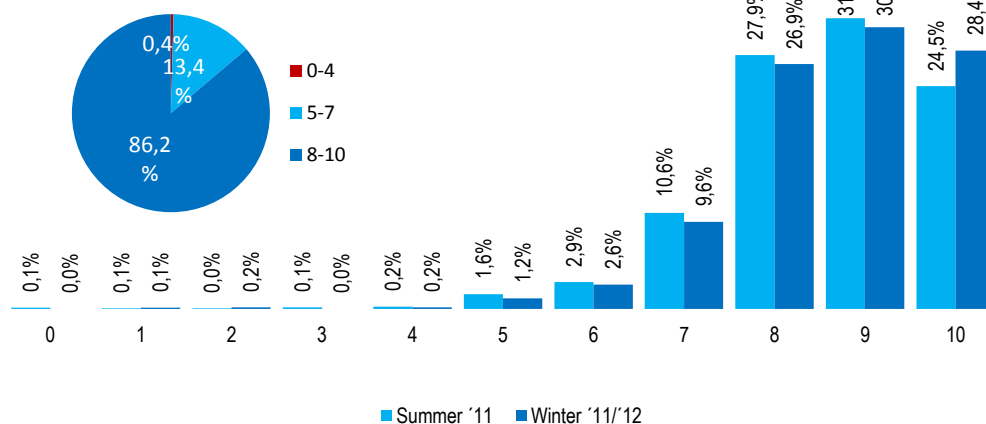


Average	Value
Winter '11/'12	8,5
Summer '11	8,3

		0	1	2	3	4	5	6	7	8	9	10	Number of answers	Average	Conf. lim +/-	
Total	Total	0,1%	0,1%	0,0%		0,2%	2,1%	3,9%	12,4%	29,2%	26,4%	25,6%	1939	8,5	0,1	
Gender	Male					0,3%	2,8%	4,8%	13,1%	30,8%	26,9%	21,3%	892	8,4	0,1	
	Female	0,3%	0,1%	0,1%		0,1%	1,6%	3,1%	11,8%	27,7%	26,0%	29,3%	1047	8,6	0,1	
Age	24 years and younger						2,6%	5,0%	12,3%	32,3%	24,3%	23,4%	198	8,4	0,2	
	25-34 years		0,2%	0,1%		0,3%	2,4%	5,2%	13,0%	28,4%	25,5%	25,0%	661	8,4	0,1	
	35-44 years			0,5%			1,5%	3,0%	13,6%	32,0%	21,9%	27,6%	353	8,5	0,1	
	45-54 years					0,2%	1,9%	2,6%	13,6%	26,5%	28,7%	26,5%	331	8,6	0,1	
	55 years and older			0,3%		0,3%	2,1%	2,9%	9,4%	28,5%	31,3%	25,2%	396	8,6	0,1	
Profession	Managerial					0,4%	1,6%	5,5%	11,4%	29,8%	29,5%	21,7%	277	8,4	0,1	
	Professional		0,2%	0,1%		0,2%	2,0%	2,9%	13,6%	31,7%	24,2%	25,2%	662	8,5	0,1	
	Specialized staff		0,7%				1,0%	5,1%	12,3%	26,4%	27,6%	26,7%	247	8,5	0,2	
	Clerical/Service							5,5%	12,5%	34,1%	19,4%	28,6%	115	8,5	0,2	
	Student						3,3%	6,1%	13,3%	28,6%	25,1%	23,5%	201	8,4	0,2	
	Retired/Homemaker		0,6%				4,0%	2,3%	7,3%	23,2%	34,7%	27,8%	163	8,6	0,2	
	Other					0,6%	2,7%	2,4%	13,7%	27,4%	26,7%	26,6%	243	8,5	0,2	
Househ. income	Low						6,9%	8,9%	12,2%	31,2%	21,3%	19,5%	41	8,1	0,5	
	Low average			0,8%			3,3%	3,2%	12,4%	21,7%	22,3%	36,3%	159	8,6	0,2	
	Average			0,4%		0,1%	2,5%	4,5%	11,1%	27,9%	28,4%	25,0%	781	8,5	0,1	
	High average					0,2%	1,7%	3,7%	13,4%	31,5%	25,5%	24,0%	713	8,5	0,1	
	High					0,8%	0,4%	1,5%	14,5%	29,8%	29,0%	24,1%	161	8,6	0,2	
Nationality	American					0,4%	2,0%	0,8%	4,1%	23,6%	26,8%	42,3%	299	9,0	0,1	
	German						1,1%	10,9%	8,7%	23,9%	20,7%	34,8%	129	8,6	0,2	
	French		1,1%				4,3%	2,1%	17,0%	36,2%	25,5%	13,8%	98	8,1	0,3	
	Danish							4,2%	8,5%	31,0%	29,6%	26,8%	130	8,7	0,2	
	British				0,2%		0,2%	1,7%	3,2%	11,1%	27,4%	30,6%	25,8%	400	8,6	0,1
	Norwegian		1,1%					5,7%	4,5%	12,5%	35,2%	22,7%	18,2%	161	8,1	0,2
	Swedish					1,3%		5,3%	6,6%	23,7%	22,4%	21,1%	19,7%	103	8,0	0,3
	Spanish							5,0%	5,0%	20,0%	40,0%	5,0%	25,0%	30	8,1	0,5
	Italian							5,3%	5,3%	42,1%	21,1%	26,3%	20	8,6	0,5	
	Dutch						0,8%	1,6%	4,0%	33,1%	44,4%	11,3%	4,8%	70	7,7	0,2
	Other			0,3%				1,1%	3,8%	14,1%	29,5%	29,8%	21,5%	498	8,5	0,1
Market area	Scandinavia		0,4%			0,3%	3,4%	4,6%	13,9%	30,3%	25,5%	21,6%	460	8,3	0,1	
	Britain			0,2%	0,1%	0,1%	1,4%	3,6%	12,1%	28,7%	29,2%	24,5%	534	8,5	0,1	
	Central/South-Europe		0,2%			0,4%	1,6%	6,3%	16,8%	33,2%	20,7%	20,8%	419	8,2	0,1	
	North America						1,8%	0,7%	4,3%	23,9%	30,6%	38,7%	347	9,0	0,1	
	Other						2,9%	3,6%	14,6%	28,6%	26,8%	23,6%	172	8,4	0,2	
Type of trip	Package tour						1,1%	3,9%	9,0%	30,9%	28,9%	26,2%	351	8,6	0,1	
	Individually arranged		0,1%	0,1%		0,2%	2,5%	4,3%	13,8%	28,8%	25,2%	25,1%	1283	8,4	0,1	
	Mix of both		0,6%	0,2%		0,4%	1,9%	2,1%	10,7%	28,4%	29,0%	26,5%	292	8,5	0,2	
Purpose of visit	Vacation/holiday		0,2%	0,1%	0,0%	0,2%	1,7%	3,5%	12,7%	29,0%	27,0%	25,6%	1641	8,5	0,1	
	Conference/meeting						5,0%	3,6%	10,2%	28,5%	24,7%	28,0%	166	8,5	0,2	
	Study/research						3,0%	7,7%	14,3%	24,6%	27,0%	23,5%	87	8,4	0,3	
	Visiting friends/relatives		1,4%				1,9%	4,5%	13,0%	32,5%	20,7%	26,0%	128	8,3	0,3	
	Business/Employment						3,3%	3,6%	15,7%	33,6%	21,6%	22,1%	79	8,3	0,3	
	Event in Iceland						3,6%	4,0%	11,8%	29,1%	20,4%	31,1%	123	8,5	0,2	
	Other						2,2%	4,3%	11,0%	27,9%	27,7%	26,9%	132	8,6	0,2	

*Individuals asked: Everyone
**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

Answers	Count	Pct. %	Conf. lim +/-
0	0	0,0%	0,0%
1	3	0,1%	0,2%
2	3	0,2%	0,2%
3	0	0,0%	0,0%
4	3	0,2%	0,2%
5	24	1,2%	0,5%
6	54	2,6%	0,7%
7	195	9,6%	1,3%
8	548	26,9%	1,9%
9	630	30,9%	2,0%
10	578	28,4%	2,0%
Number of answers	2038	100,0%	
Responded	2038	93,5%	
Did not respond**	143	6,5%	
Number of respondents	2181	100,0%	
Asked*	2181	100,0%	
Not asked	0	0,0%	
Number of participants	2181	100,0%	



Average	Value
Winter '11/'12	8,7
Summer '11	8,6

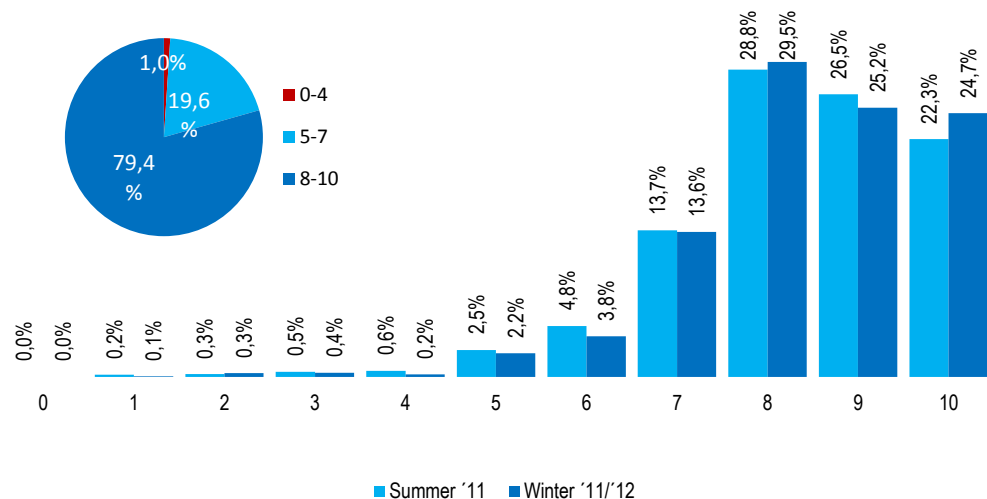
		0	1	2	3	4	5	6	7	8	9	10	Number of answers	Average	Conf. lim +/-
Total	Total		0,1%	0,2%		0,2%	1,2%	2,6%	9,6%	26,9%	30,9%	28,4%	2038	8,7	0,1
Gender	Male		0,1%			0,1%	1,2%	3,4%	10,5%	30,9%	31,4%	22,4%	921	8,5	0,1
	Female		0,1%	0,3%		0,2%	1,1%	2,1%	8,8%	23,6%	30,6%	33,3%	1118	8,8	0,1
Age	24 years and younger		0,7%				2,5%	2,9%	12,9%	28,9%	29,4%	22,7%	205	8,4	0,2
	25-34 years		0,2%	0,2%		0,2%	1,2%	2,9%	11,0%	23,4%	31,6%	29,4%	699	8,7	0,1
	35-44 years			0,5%			0,2%	1,6%	7,6%	34,9%	24,4%	30,8%	377	8,7	0,1
	45-54 years					0,2%	1,6%	3,8%	9,8%	21,2%	33,9%	29,5%	344	8,7	0,1
	55 years and older					0,3%	1,0%	2,0%	7,1%	29,3%	34,0%	26,3%	413	8,7	0,1
Profession	Managerial					0,4%	0,2%	2,7%	9,4%	27,0%	32,0%	28,3%	292	8,7	0,1
	Professional			0,2%		0,1%	1,1%	2,6%	9,6%	30,1%	28,0%	28,3%	700	8,7	0,1
	Specialized staff			0,7%			0,2%	3,5%	9,2%	33,2%	35,5%	27,8%	262	8,7	0,1
	Clerical/Service							4,4%	12,1%	25,0%	34,9%	23,7%	123	8,6	0,2
	Student		0,7%				1,2%	4,0%	12,5%	26,5%	32,2%	23,0%	214	8,5	0,2
	Retired/Homemaker						2,9%	1,9%	4,9%	25,6%	34,3%	30,4%	170	8,8	0,2
	Other					0,5%	2,6%	0,6%	10,1%	24,0%	28,8%	33,4%	247	8,7	0,2
Househ. income	Low		3,0%				3,9%	2,7%	13,6%	34,1%	24,0%	18,7%	46	8,1	0,5
	Low average			0,7%			1,1%	1,7%	8,3%	22,8%	33,3%	32,0%	169	8,8	0,2
	Average		0,1%	0,2%			1,5%	2,3%	9,6%	25,4%	33,5%	27,4%	820	8,7	0,1
	High average					0,2%	1,1%	3,8%	9,7%	28,6%	28,6%	27,9%	743	8,6	0,1
	High					1,1%	0,7%	0,7%	9,7%	27,1%	28,6%	32,8%	170	8,8	0,2
Nationality	American		0,4%			0,4%	1,2%		4,0%	19,0%	29,2%	45,8%	307	9,1	0,1
	German			1,0%			1,0%	8,1%	8,1%	18,2%	25,3%	38,4%	139	8,7	0,3
	French								12,0%	26,0%	41,0%	21,0%	104	8,7	0,2
	Danish						2,7%	2,7%	5,4%	36,5%	31,1%	21,6%	135	8,6	0,2
	British					0,1%	0,4%	1,3%	9,6%	24,1%	34,5%	29,9%	421	8,8	0,1
	Norwegian			1,1%			3,2%	5,4%	8,6%	36,6%	26,9%	18,3%	170	8,3	0,2
	Swedish					1,2%	3,5%	2,4%	15,3%	34,1%	23,5%	20,0%	115	8,3	0,2
	Spanish							9,5%	28,6%	28,6%	28,6%	4,8%	32	7,9	0,4
	Italian							4,8%	4,8%	23,8%	47,6%	19,0%	22	8,7	0,5
	Dutch						1,5%	3,7%	22,1%	49,3%	19,9%	3,7%	76	7,9	0,2
	Other			0,2%			0,5%	2,9%	10,1%	25,7%	32,7%	27,9%	515	8,7	0,1
Market area	Scandinavia			0,4%		0,3%	2,7%	3,3%	9,2%	34,8%	27,6%	21,8%	494	8,4	0,1
	Britain			0,2%		0,1%	0,3%	2,6%	8,5%	25,9%	33,7%	28,6%	564	8,7	0,1
	Central/South-Europe			0,3%		0,3%	0,6%	4,7%	14,3%	28,8%	29,2%	21,8%	437	8,4	0,1
	North America			0,3%			1,0%		3,4%	18,8%	33,4%	43,1%	363	9,1	0,1
	Other						1,4%	1,4%	14,8%	20,7%	30,8%	30,8%	174	8,7	0,2
Type of trip	Package tour					0,2%	0,3%	2,1%	7,4%	28,2%	33,9%	27,9%	364	8,8	0,1
	Individually arranged		0,2%	0,1%		0,2%	1,5%	3,1%	10,0%	27,2%	29,6%	28,1%	1354	8,6	0,1
	Mix of both			0,6%			0,6%	1,5%	10,3%	24,2%	33,4%	29,4%	308	8,7	0,1
Purpose of visit	Vacation/holiday		0,1%	0,2%		0,2%	0,6%	2,5%	9,2%	27,0%	31,2%	29,0%	1729	8,7	0,1
	Conference/meeting						3,6%	4,9%	11,4%	23,5%	28,9%	27,7%	174	8,5	0,2
	Study/research						1,5%	1,8%	13,7%	24,4%	35,1%	23,5%	91	8,6	0,2
	Visiting friends/relatives			1,4%			1,8%	5,9%	8,6%	32,0%	24,4%	25,9%	135	8,4	0,2
	Business/Employment						3,3%	4,4%	6,6%	29,6%	30,0%	26,2%	78	8,6	0,3
	Event in Iceland						3,2%	0,7%	6,4%	29,0%	26,0%	34,8%	126	8,8	0,2
	Other			1,0%			1,3%	2,6%	4,4%	30,7%	29,0%	31,0%	138	8,7	0,2

*Individuals asked: Everyone
 **Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[BE22_r1] Rate provision of information on tourist services in Iceland
 - General tourist information (e.g. signposting and maps)



Answers	Count	Pct. %	Conf. lim +/-
0	0	0,0%	0,0%
1	1	0,1%	0,1%
2	7	0,3%	0,3%
3	8	0,4%	0,3%
4	5	0,2%	0,2%
5	45	2,2%	0,6%
6	77	3,8%	0,8%
7	274	13,6%	1,5%
8	595	29,5%	2,0%
9	508	25,2%	1,9%
10	498	24,7%	1,9%
Number of answers	2016	100,0%	
Responded	2016	92,5%	
Did not respond**	165	7,5%	
Number of respondents	2181	100,0%	
Asked*	2181	100,0%	
Not asked	0	0,0%	
Number of participants	2181	100,0%	



	Average
Winter '11/'12	8,4
Summer '11	8,3

		0	1	2	3	4	5	6	7	8	9	10	Number of answers	Average	Conf. lim +/-
Total	Total	0,1%	0,3%	0,4%	0,2%	2,2%	3,8%	13,6%	29,5%	25,2%	24,7%	2016	8,4	0,1	
Gender	Male	0,1%	0,1%	0,3%	3,0%	3,8%	16,4%	31,5%	26,2%	18,6%	910	8,3	0,1		
	Female	0,6%	0,6%	0,2%	1,6%	3,8%	11,3%	27,8%	24,4%	29,7%	1106	8,5	0,1		
Age	24 years and younger	0,6%	1,4%	0,6%	2,6%	5,2%	17,9%	24,8%	23,0%	23,8%	200	8,2	0,2		
	25-34 years	0,4%	0,4%	0,2%	2,1%	4,8%	14,5%	27,7%	25,0%	24,9%	699	8,4	0,1		
	35-44 years	0,8%	0,5%	1,4%	3,1%	13,0%	32,9%	22,9%	25,4%	373	8,4	0,1			
	45-54 years	0,4%	3,6%	2,2%	10,3%	34,4%	26,2%	23,0%	344	8,4	0,2				
	55 years and older	0,6%	1,8%	3,3%	13,1%	27,6%	28,0%	25,5%	401	8,5	0,1				
Profession	Managerial	0,4%	0,6%	1,3%	5,5%	9,7%	32,7%	28,8%	21,0%	287	8,4	0,1			
	Professional	0,3%	0,3%	0,2%	2,0%	2,9%	14,3%	30,4%	25,7%	24,0%	696	8,4	0,1		
	Specialized staff	1,5%	0,5%	1,3%	2,5%	12,5%	30,0%	23,3%	28,4%	258	8,5	0,2			
	Clerical/Service	1,6%	6,1%	19,3%	32,7%	21,4%	18,8%	123	8,2	0,3					
	Student	0,6%	0,6%	0,6%	5,1%	5,4%	16,1%	25,4%	24,1%	22,2%	219	8,2	0,2		
	Retired/Homemaker	0,8%	2,7%	3,5%	10,3%	28,6%	28,8%	25,3%	157	8,5	0,2				
	Other	0,5%	2,2%	3,6%	14,6%	25,6%	23,2%	30,3%	248	8,5	0,2				
Househ. income	Low	3,8%	9,5%	20,4%	32,3%	12,4%	21,7%	49	8,1	0,5					
	Low average	1,5%	0,8%	4,1%	4,7%	12,8%	16,2%	27,3%	32,6%	168	8,4	0,2			
	Average	0,2%	0,4%	0,2%	2,5%	2,6%	13,1%	30,2%	25,8%	25,2%	812	8,5	0,1		
	High average	0,1%	0,6%	0,3%	1,8%	4,4%	14,1%	31,9%	24,1%	22,6%	737	8,4	0,1		
	High	0,4%	1,1%	0,7%	1,4%	4,0%	12,2%	26,7%	27,6%	25,8%	168	8,4	0,2		
Nationality	American	0,4%	0,4%	1,2%	2,9%	4,5%	7,9%	19,4%	24,8%	38,4%	294	8,7	0,1		
	German	1,0%	1,9%	3,9%	8,7%	29,1%	21,4%	34,0%	144	8,6	0,3				
	French	5,1%	17,3%	35,7%	26,5%	15,3%	102	8,3	0,3						
	Danish	1,3%	3,9%	2,6%	14,5%	35,5%	27,6%	14,5%	139	8,2	0,3				
	British	0,3%	0,9%	3,2%	12,3%	27,9%	29,9%	25,5%	413	8,6	0,1				
	Norwegian	1,1%	5,3%	5,3%	20,2%	34,0%	20,2%	13,8%	172	7,9	0,3				
	Swedish	1,3%	2,5%	5,0%	6,3%	10,0%	37,5%	17,5%	20,0%	108	8,0	0,3			
	Spanish	5,0%	5,0%	25,0%	35,0%	15,0%	15,0%	30	8,0	0,5					
	Italian	10,5%	10,5%	52,6%	15,8%	10,5%	20	8,1	0,6						
	Dutch	0,8%	3,8%	21,1%	52,6%	15,8%	6,0%	75	8,0	0,2					
	Other	0,2%	0,2%	0,2%	1,6%	2,5%	15,2%	25,9%	27,6%	26,5%	517	8,5	0,1		
Market area	Scandinavia	0,6%	0,9%	4,0%	4,3%	14,7%	33,3%	23,3%	18,8%	498	8,2	0,1			
	Britain	0,4%	0,2%	1,3%	2,5%	12,9%	28,7%	30,3%	23,5%	550	8,5	0,1			
	Central/South-Europe	0,4%	1,5%	5,0%	15,8%	36,2%	20,1%	20,9%	440	8,3	0,1				
	North America	0,3%	0,3%	1,0%	2,3%	4,3%	8,6%	21,2%	25,9%	36,0%	349	8,7	0,1		
	Other	0,7%	1,4%	2,2%	16,7%	20,9%	26,2%	31,8%	173	8,6	0,2				
Type of trip	Package tour	0,2%	1,0%	3,2%	11,7%	30,4%	28,3%	25,2%	356	8,6	0,1				
	Individually arranged	0,1%	0,3%	0,6%	0,4%	2,8%	4,1%	14,5%	29,0%	24,1%	24,1%	1353	8,3	0,1	
	Mix of both	0,6%	1,2%	2,8%	12,0%	30,7%	26,7%	25,9%	295	8,5	0,1				
Purpose of visit	Vacation/holiday	0,1%	0,4%	0,5%	0,3%	1,7%	3,6%	13,4%	29,2%	25,5%	25,3%	1699	8,4	0,1	
	Conference/meeting	2,9%	4,9%	11,2%	33,1%	23,0%	24,9%	181	8,4	0,2					
	Study/research	3,4%	19,8%	25,9%	28,4%	22,4%	90	8,5	0,3						
	Visiting friends/relatives	1,4%	1,4%	4,2%	14,0%	29,5%	25,1%	24,4%	131	8,4	0,2				
	Business/Employment	1,5%	6,2%	13,6%	30,3%	24,7%	23,6%	80	8,4	0,3					
	Event in Iceland	1,0%	0,9%	3,2%	14,4%	33,2%	18,9%	28,3%	128	8,5	0,3				
	Other	5,4%	3,9%	14,4%	27,0%	29,8%	19,6%	136	8,3	0,3					

*Individuals asked: Everyone

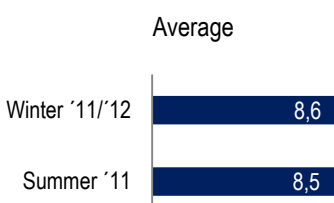
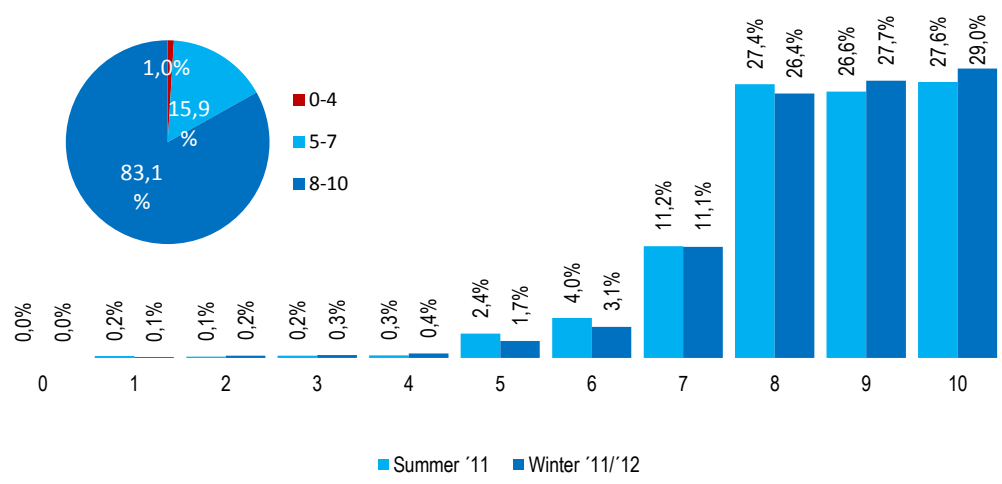
**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[BE22_r2] Rate provision of information on tourist services in Iceland

- Provision of information at information centres



Answers	Count	Pct. %	Conf. lim +/-
0	0	0,0%	0,0%
1	1	0,1%	0,1%
2	4	0,2%	0,2%
3	5	0,3%	0,2%
4	8	0,4%	0,3%
5	32	1,7%	0,6%
6	59	3,1%	0,8%
7	213	11,1%	1,4%
8	507	26,4%	2,0%
9	531	27,7%	2,0%
10	555	29,0%	2,0%
Number of answers	1916	100,0%	
Responded	1916	87,9%	
Did not respond**	265	12,1%	
Number of respondents	2181	100,0%	
Asked*	2181	100,0%	
Not asked	0	0,0%	
Number of participants	2181	100,0%	



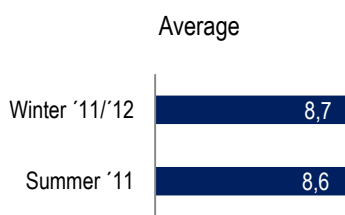
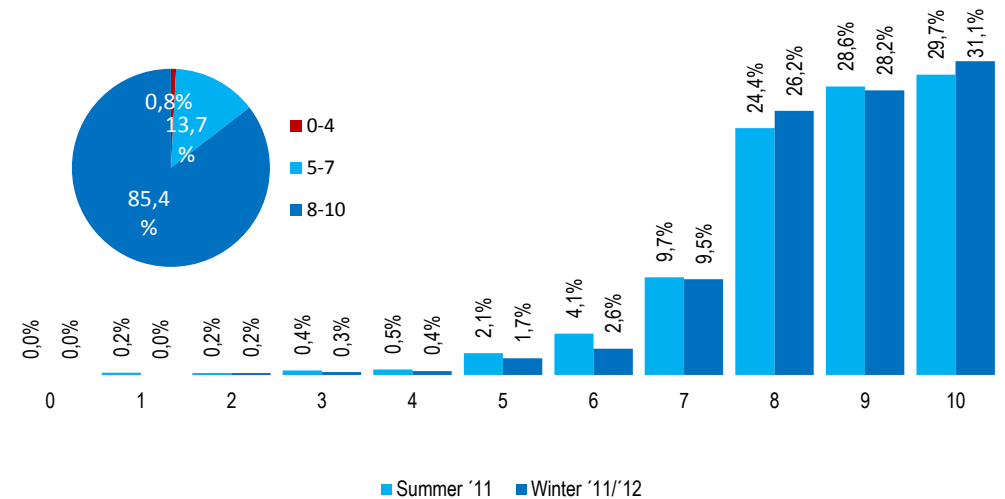
		0	1	2	3	4	5	6	7	8	9	10	Number of answers	Average	Conf. lim +/-	
Total	Total		0,1%	0,2%	0,3%	0,4%	1,7%	3,1%	11,1%	26,4%	27,7%	29,0%	1916	8,6	0,1	
Gender	Male				0,3%	0,5%	1,5%	3,6%	12,9%	29,7%	29,2%	22,4%	868	8,5	0,1	
	Female		0,1%	0,4%	0,2%	0,4%	1,8%	2,7%	9,6%	23,8%	26,5%	34,4%	1049	8,7	0,1	
Age	24 years and younger					0,6%	3,7%	6,2%	8,8%	28,3%	25,5%	26,8%	193	8,4	0,2	
	25-34 years		0,2%	0,2%	0,5%	0,8%	1,6%	3,2%	12,8%	24,3%	27,3%	29,1%	663	8,5	0,1	
	35-44 years			0,5%			0,7%	1,7%	11,7%	28,8%	27,8%	28,7%	348	8,6	0,1	
	45-54 years			0,4%			1,9%	3,3%	8,9%	29,4%	27,7%	28,4%	326	8,6	0,1	
	55 years and older				0,5%	0,5%	1,4%	2,4%	10,6%	24,6%	29,5%	30,5%	386	8,7	0,1	
Profession	Managerial		0,5%	0,4%			2,0%	2,2%	9,1%	28,0%	33,1%	24,8%	276	8,6	0,2	
	Professional		0,2%	0,3%	0,4%		1,4%	2,8%	12,7%	26,8%	27,1%	28,3%	654	8,6	0,1	
	Specialized staff			0,7%			0,7%	2,3%	11,7%	26,0%	27,6%	31,0%	251	8,7	0,2	
	Clerical/Service					0,7%		4,0%	19,6%	30,2%	22,7%	22,7%	110	8,4	0,2	
	Student					1,5%	3,0%	6,9%	8,2%	27,2%	24,4%	28,7%	201	8,4	0,2	
	Retired/Homemaker				0,5%	1,1%	1,9%	2,3%	8,0%	23,1%	31,3%	31,7%	160	8,7	0,2	
	Other				0,6%		2,1%	2,9%	10,1%	23,9%	25,9%	34,6%	237	8,7	0,2	
	Househ. income	Low						5,6%	11,3%	41,0%	16,0%	26,1%	44	8,5	0,4	
	Low average			0,8%		1,1%	2,0%	4,6%	12,9%	16,6%	22,5%	39,5%	160	8,6	0,2	
	Average		0,2%	0,4%	0,1%	0,3%	1,9%	3,1%	10,6%	26,3%	29,8%	27,4%	786	8,6	0,1	
	High average				0,6%	0,4%	1,5%	3,0%	12,5%	27,9%	27,4%	26,6%	692	8,5	0,1	
	High				1,6%	1,2%	1,2%	7,6%	12,7%	28,0%	26,8%	34,0%	154	8,8	0,2	
Nationality	American		0,4%	0,9%	0,9%		2,2%	3,0%	5,2%	16,0%	26,8%	44,6%	281	8,9	0,2	
	German						3,0%	2,0%	6,1%	23,2%	25,3%	40,4%	139	8,9	0,2	
	French							3,2%	12,9%	35,5%	31,2%	17,2%	96	8,5	0,2	
	Danish							1,5%	4,4%	10,3%	38,2%	26,5%	19,1%	124	8,4	0,2
	British							0,6%	3,0%	10,2%	22,5%	32,6%	31,1%	403	8,8	0,1
	Nonwegian				1,2%		1,2%	3,5%	4,7%	18,8%	30,6%	24,7%	15,3%	155	8,0	0,2
	Swedish				1,3%		1,3%	2,5%	6,3%	15,0%	31,3%	23,8%	18,8%	108	8,1	0,3
	Spanish							5,6%	11,1%	38,9%	16,7%	27,8%	19	8,5	0,4	
	Italian							5,7%	17,2%	48,4%	20,5%	6,6%	69	8,0	0,3	
	Dutch				0,8%	0,8%										
	Other			0,3%	0,2%	0,7%	1,9%	1,1%	11,8%	25,7%	27,8%	30,6%	491	8,6	0,1	
Market area	Scandinavia		0,3%	0,4%	0,3%	0,4%	2,3%	4,5%	13,5%	31,9%	26,6%	19,8%	455	8,3	0,1	
	Britain			0,2%		0,5%	1,2%	2,2%	10,6%	22,9%	33,1%	29,3%	529	8,7	0,1	
	Central/South-Europe				0,1%	0,1%	1,6%	3,7%	12,5%	32,5%	25,6%	23,9%	425	8,5	0,1	
	North America			0,4%	1,0%	1,0%	1,5%	2,8%	5,4%	16,9%	27,0%	44,2%	334	8,9	0,2	
	Other						2,3%	1,5%	14,0%	26,6%	20,8%	34,8%	167	8,7	0,2	
Type of trip	Package tour						2,0%	1,8%	10,1%	28,2%	28,6%	29,3%	338	8,7	0,1	
	Individually arranged		0,1%	0,2%	0,4%	0,6%	1,6%	3,4%	11,5%	26,9%	26,9%	28,4%	1279	8,5	0,1	
	Mix of both			0,6%		0,3%	1,5%	3,3%	10,9%	23,2%	29,6%	30,6%	287	8,6	0,2	
Purpose of visit	Vacation/holiday			0,3%	0,3%	0,4%	1,3%	2,6%	11,0%	26,2%	27,8%	30,2%	1621	8,6	0,1	
	Conference/meeting			0,8%			1,8%	8,5%	9,9%	29,0%	22,7%	27,2%	167	8,4	0,2	
	Study/research						2,1%	4,8%	9,3%	28,8%	24,7%	30,3%	85	8,6	0,3	
	Visiting friends/relatives				1,5%			5,7%	14,7%	26,8%	24,4%	26,9%	123	8,4	0,3	
	Business/Employment				1,7%			6,2%	1,5%	7,1%	29,2%	29,4%	24,8%	81	8,4	0,4
	Event in Iceland							1,0%	2,9%	11,7%	27,8%	25,8%	30,8%	121	8,7	0,2
	Other					1,4%	2,9%	3,2%	10,6%	23,4%	33,4%	25,1%	128	8,5	0,2	

*Individuals asked: Everyone
 **Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[BE22_r3] Rate provision of information on tourist services in Iceland
- Printed material (travel brochures, guidebooks, maps, etc.)



Answers	Count	Pct. %	Conf. lim +/-
0	0	0,0%	0,0%
1	0	0,0%	0,0%
2	4	0,2%	0,2%
3	6	0,3%	0,2%
4	8	0,4%	0,3%
5	33	1,7%	0,6%
6	53	2,6%	0,7%
7	192	9,5%	1,3%
8	531	26,2%	1,9%
9	572	28,2%	2,0%
10	631	31,1%	2,0%
Number of answers	2029	100,0%	
Responded	2029	93,0%	
Did not respond**	152	7,0%	
Number of respondents	2181	100,0%	
Asked*	2181	100,0%	
Not asked	0	0,0%	
Number of participants	2181	100,0%	



		0	1	2	3	4	5	6	7	8	9	10	Number of answers	Average	Conf. lim +/-
Total	Total			0,2%	0,3%	0,4%	1,7%	2,6%	9,5%	26,2%	28,2%	31,1%	2029	8,7	0,1
Gender	Male			0,3%	0,2%	0,4%	2,0%	2,4%	11,4%	29,1%	29,7%	24,6%	910	8,5	0,1
	Female			0,1%	0,3%	0,4%	1,4%	2,7%	7,9%	23,8%	27,0%	36,4%	1119	8,8	0,1
Age	24 years and younger			0,9%	0,7%	1,9%	3,0%	8,9%	25,8%	26,1%	32,7%	200	8,6	0,2	
	25-34 years			0,2%	0,6%	0,1%	1,8%	3,0%	10,3%	25,0%	28,1%	30,8%	692	8,6	0,1
	35-44 years					0,5%	0,7%	2,8%	9,6%	31,1%	23,4%	32,0%	378	8,7	0,1
	45-54 years			0,4%		0,4%	2,5%	0,9%	9,6%	26,8%	31,1%	28,5%	342	8,7	0,1
	55 years and older			0,3%		0,6%	1,5%	2,9%	8,1%	23,2%	31,2%	32,2%	417	8,7	0,1
Profession	Managerial			0,4%		0,4%	0,4%	2,5%	6,8%	30,8%	30,6%	28,0%	292	8,7	0,1
	Professional			0,4%	0,3%	1,5%	2,6%	10,8%	28,5%	27,8%	28,2%	686	8,6	0,1	
	Specialized staff			0,5%	0,7%	2,1%	2,3%	8,9%	21,3%	29,4%	34,8%	265	8,7	0,2	
	Clerical/Service							5,8%	14,4%	21,8%	29,4%	28,6%	117	8,6	0,2
	Student				0,8%	0,6%	2,7%	3,1%	7,6%	26,0%	27,1%	31,9%	216	8,6	0,2
	Retired/Homemaker					0,7%	3,4%	3,6%	5,1%	23,9%	31,5%	31,8%	171	8,7	0,2
	Other			0,5%			1,4%	0,4%	12,3%	23,1%	24,2%	38,0%	254	8,8	0,2
	Househ. income	Low								10,8%	29,5%	30,9%	28,8%	47	8,8
Low average					1,5%	0,8%	3,6%	1,5%	10,6%	17,6%	25,2%	39,2%	176	8,7	0,2
Average				0,2%		0,2%	1,3%	2,7%	10,0%	24,9%	29,9%	30,9%	809	8,7	0,1
High average				0,3%	0,2%	0,4%	1,6%	3,1%	9,5%	29,3%	28,1%	27,4%	742	8,6	0,1
High				0,7%	0,8%	1,6%	1,4%	6,7%	27,5%	23,6%	37,5%	166	8,8	0,2	
Nationality	American		0,8%	0,4%	0,4%	1,6%	3,7%	2,8%	15,9%	26,8%	47,6%	299	9,0	0,2	
	German				1,0%	4,0%	2,0%	3,0%	26,7%	26,7%	36,6%	141	8,8	0,2	
	French								12,6%	35,8%	31,6%	20,0%	99	8,6	0,2
	Danish			1,4%			2,7%		12,3%	30,1%	27,4%	26,0%	133	8,5	0,2
	British					0,6%	2,5%	9,6%	22,9%	33,2%	31,3%	416	8,8	0,1	
	Norwegian				1,0%	5,2%	5,2%	10,3%	33,0%	28,9%	16,5%	177	8,2	0,2	
	Swedish			1,1%	1,1%		3,4%	3,4%	17,0%	27,3%	20,5%	26,1%	119	8,3	0,3
	Spanish							9,5%	19,0%	33,3%	28,6%	9,5%	32	8,1	0,4
	Italian							5,0%	15,0%	35,0%	20,0%	25,0%	21	8,5	0,5
	Dutch							3,0%	19,3%	48,1%	23,7%	5,9%	76	8,1	0,2
	Other			0,2%	0,6%	0,7%	1,7%	9,5%	25,3%	27,3%	34,6%	514	8,8	0,1	
	Market area	Scandinavia		0,3%	0,6%	0,4%	3,3%	2,9%	11,5%	29,3%	27,4%	24,4%	504	8,4	0,1
Britain				0,2%	0,2%	0,4%	2,8%	9,9%	23,2%	32,7%	30,5%	550	8,7	0,1	
Central/South-Europe					0,8%	1,3%	2,9%	10,3%	34,0%	26,9%	23,8%	437	8,5	0,1	
North America				0,7%	0,3%	0,3%	1,4%	2,7%	3,2%	18,9%	26,6%	45,7%	354	9,0	0,1
Other							2,1%		12,7%	22,2%	22,5%	40,5%	177	8,8	0,2
Type of trip	Package tour				0,5%		0,5%	2,3%	8,4%	23,5%	32,5%	32,2%	349	8,8	0,1
	Individually arranged		0,3%	0,3%	0,4%	2,0%	2,4%	10,4%	27,3%	26,9%	30,0%	1358	8,6	0,1	
	Mix of both				0,6%	1,4%	3,7%	6,9%	24,3%	29,8%	33,4%	306	8,8	0,1	
Purpose of visit	Vacation/holiday		0,2%	0,2%	0,5%	1,2%	2,5%	9,6%	25,7%	28,1%	32,0%	1698	8,7	0,1	
	Conference/meeting					2,4%	5,4%	8,5%	27,4%	29,6%	26,7%	183	8,6	0,2	
	Study/research					1,6%	3,9%	10,0%	22,9%	27,0%	34,6%	90	8,7	0,3	
	Visiting friends/relatives				1,4%	1,0%	0,9%	11,3%	22,6%	31,6%	31,1%	131	8,7	0,2	
	Business/Employment				1,4%	1,4%	0,7%	7,8%	28,2%	32,9%	27,6%	87	8,7	0,3	
	Event in Iceland				0,6%	1,9%	2,0%	8,8%	26,2%	27,8%	32,7%	129	8,7	0,2	
	Other			1,3%		3,9%		4,6%	29,3%	30,8%	30,1%	139	8,7	0,2	

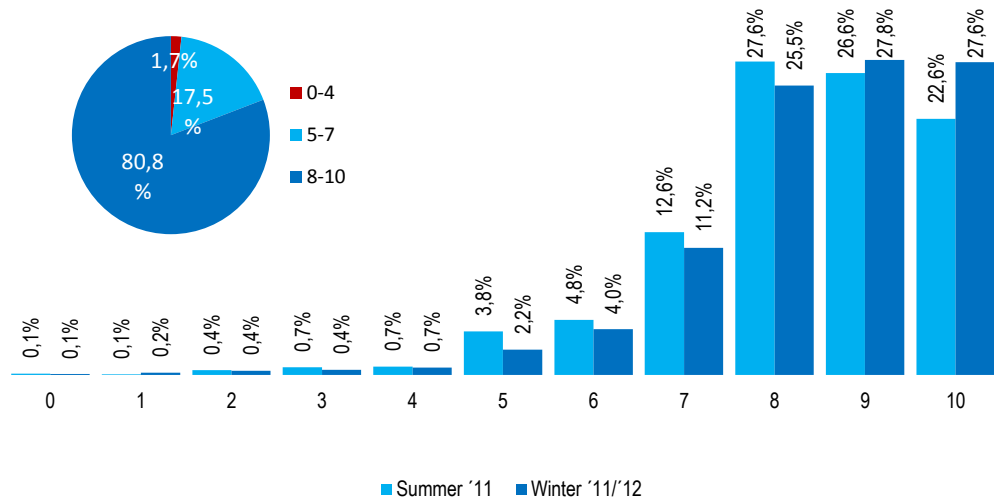
*Individuals asked: Everyone
**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[BE22_r4] Rate provision of information on tourist services in Iceland

- The Internet



Answers	Count	Pct. %	Conf. lim +/-
0	1	0,1%	0,1%
1	4	0,2%	0,2%
2	7	0,4%	0,3%
3	9	0,4%	0,3%
4	13	0,7%	0,4%
5	43	2,2%	0,7%
6	78	4,0%	0,9%
7	217	11,2%	1,4%
8	494	25,5%	1,9%
9	537	27,8%	2,0%
10	534	27,6%	2,0%
Number of answers	1936	100,0%	
Responded	1936	88,8%	
Did not respond**	245	11,2%	
Number of respondents	2181	100,0%	
Asked*	2181	100,0%	
Not asked	0	0,0%	
Number of participants	2181	100,0%	



Average	Value
Winter '11/12	8,5
Summer '11	8,3

		0	1	2	3	4	5	6	7	8	9	10	Number of answers	Average	Conf. lim +/-	
Total	Total	0,1%	0,2%	0,4%	0,4%	0,7%	2,2%	4,0%	11,2%	25,5%	27,8%	27,6%	1936	8,5	0,1	
Gender	Male	0,1%	0,3%	0,2%	0,3%	0,4%	2,3%	4,6%	14,4%	26,9%	28,2%	22,3%	879	8,3	0,1	
	Female		0,1%	0,5%	0,6%	0,9%	2,1%	3,5%	8,5%	24,4%	27,4%	32,0%	1056	8,6	0,1	
Age	24 years and younger				0,7%	1,4%	6,7%	7,8%	15,4%	24,6%	19,3%	24,0%	192	8,1	0,2	
	25-34 years		0,2%	0,4%	0,7%	0,3%	0,5%	1,4%	5,1%	11,4%	26,9%	26,5%	674	8,4	0,1	
	35-44 years				0,7%		0,9%	2,7%	1,6%	11,4%	27,7%	25,3%	357	8,5	0,1	
	45-54 years					0,9%	0,2%	1,8%	2,7%	9,5%	23,7%	33,7%	336	8,6	0,1	
	55 years and older			0,3%		0,7%	0,8%	1,4%	3,7%	9,9%	23,0%	31,3%	28,9%	377	8,6	0,1
Profession	Managerial				0,4%	0,4%		0,2%	3,6%	13,4%	25,1%	30,9%	25,9%	286	8,6	0,1
	Professional		0,2%	0,4%	0,2%	0,3%	0,5%	1,4%	4,3%	10,6%	27,3%	27,2%	27,6%	665	8,5	0,1
	Specialized staff				1,2%	0,5%	0,2%	1,6%	2,4%	10,0%	24,7%	29,5%	29,8%	247	8,6	0,2
	Clerical/Service					1,7%	0,5%	1,4%	4,1%	9,8%	28,2%	30,9%	23,4%	111	8,4	0,3
	Student					0,6%	1,4%	7,4%	7,7%	15,0%	24,7%	22,4%	20,8%	201	8,0	0,2
	Retired/Homemaker					0,4%	2,0%	2,5%	2,4%	9,8%	21,7%	29,8%	31,4%	151	8,6	0,2
	Other			0,6%	0,6%		0,8%	2,6%	3,0%	10,9%	23,3%	27,1%	31,2%	244	8,5	0,2
Household income	Low						13,4%	11,6%	8,5%	24,9%	17,8%	23,8%	43	7,9	0,5	
	Low average			1,6%		2,1%	2,0%	4,3%	10,0%	23,7%	23,3%	33,0%	165	8,5	0,3	
	Average				0,2%	0,6%	0,3%	2,5%	3,5%	12,2%	25,4%	27,6%	772	8,5	0,1	
	High average			0,2%	0,5%	0,3%	0,6%	1,6%	4,3%	10,3%	27,4%	29,9%	24,9%	716	8,5	0,1
	High		0,8%	0,8%	0,8%	1,5%	0,4%	2,2%	12,0%	21,5%	28,8%	31,2%	159	8,5	0,3	
Nationality	American	0,4%	0,4%	0,8%	0,4%	0,4%	2,1%	3,7%	6,6%	16,2%	25,7%	43,2%	293	8,8	0,2	
	German					2,2%	3,3%	4,4%	5,6%	25,6%	23,3%	35,6%	126	8,6	0,3	
	French							3,3%	17,6%	28,6%	30,8%	19,8%	94	8,5	0,2	
	Danish			1,4%			1,4%	5,5%	13,7%	28,8%	31,5%	17,8%	133	8,3	0,2	
	British				0,5%	1,0%	1,0%	2,7%	10,8%	25,8%	30,7%	27,5%	380	8,6	0,1	
	Norwegian				1,1%	2,1%	5,3%	6,4%	11,7%	31,9%	27,7%	13,8%	172	8,0	0,2	
	Swedish			1,2%	1,2%		1,2%	3,6%	4,8%	11,9%	27,4%	19,0%	29,8%	114	8,3	0,3
	Spanish						20,0%	5,0%	10,0%	25,0%	25,0%	15,0%	30	7,8	0,6	
	Italian							5,3%	21,1%	42,1%	5,3%	26,3%	20	8,3	0,6	
	Dutch							0,8%	5,0%	25,2%	40,3%	24,4%	4,2%	67	7,9	0,2
	Other			0,2%	0,2%	0,7%		1,4%	3,7%	11,3%	24,2%	29,7%	28,6%	504	8,6	0,1
Market area	Scandinavia		0,3%	0,6%	0,4%	1,0%	3,2%	5,1%	11,1%	28,7%	28,0%	21,6%	493	8,3	0,1	
	Britain			0,2%		0,6%	0,7%	1,6%	3,2%	10,6%	24,9%	30,8%	27,4%	509	8,6	0,1
	Central/South-Europe				0,3%	0,7%	2,4%	4,7%	15,4%	29,6%	25,5%	21,4%	406	8,3	0,1	
	North America	0,3%	0,3%	0,7%	0,3%	0,3%	2,0%	3,0%	6,0%	18,5%	26,1%	42,3%	351	8,8	0,2	
	Other			0,7%	0,7%		1,5%	3,6%	13,6%	22,9%	27,9%	29,1%	172	8,5	0,2	
Type of trip	Package tour				0,2%	0,6%	1,7%	2,1%	10,3%	24,7%	36,0%	24,5%	326	8,6	0,1	
	Individually arranged	0,1%	0,2%	0,4%	0,6%	0,6%	2,3%	4,2%	12,4%	26,2%	25,2%	27,9%	1310	8,4	0,1	
	Mix of both		0,4%	0,4%	0,2%	1,1%	2,4%	5,8%	6,6%	24,1%	30,5%	28,4%	289	8,5	0,2	
Purpose of visit	Vacation/holiday	0,1%	0,2%	0,3%	0,5%	0,6%	1,7%	3,6%	11,5%	25,2%	27,5%	28,7%	1619	8,5	0,1	
	Conference/meeting			0,7%		1,0%	3,1%	4,9%	10,2%	20,5%	33,5%	26,1%	186	8,5	0,2	
	Study/research				1,5%	1,7%	3,0%	8,8%	18,0%	17,6%	25,0%	24,4%	84	8,1	0,4	
	Visiting friends/relatives						2,8%	7,6%	14,6%	17,5%	29,3%	28,2%	132	8,5	0,2	
	Business/Employment				2,2%	1,6%	1,5%	1,5%	9,5%	33,0%	27,5%	23,2%	83	8,4	0,3	
	Event in Iceland				1,0%		2,1%	2,5%	7,6%	31,3%	22,8%	32,6%	122	8,6	0,2	
	Other			0,9%			3,9%	3,9%	9,2%	23,7%	33,1%	25,2%	129	8,5	0,2	

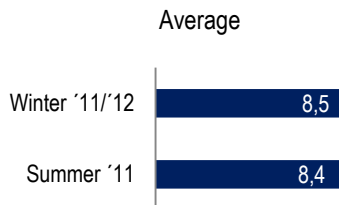
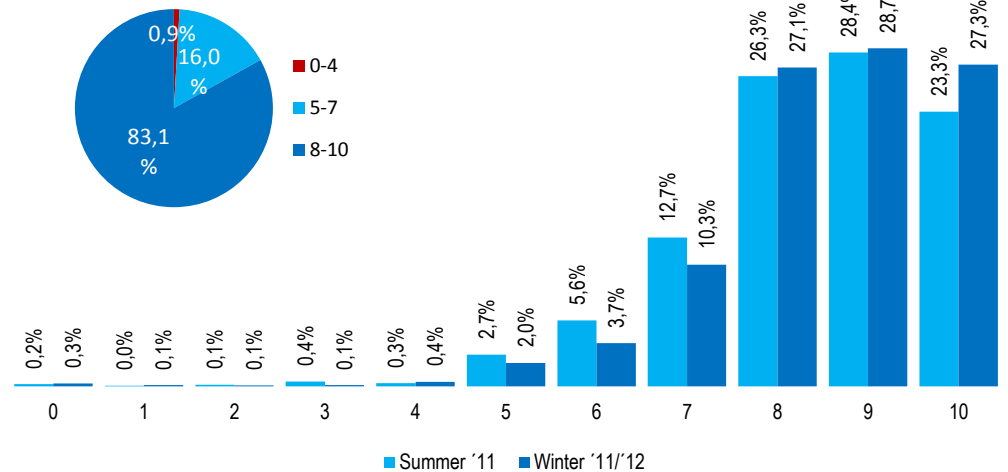
*Individuals asked: Everyone

**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[BE22_r5] Rate provision of information on tourist services in Iceland
- Information provided by tourist service companies



Answers	Count	Pct. %	Conf. lim +/-
0	4	0,3%	0,2%
1	2	0,1%	0,2%
2	1	0,1%	0,1%
3	2	0,1%	0,2%
4	7	0,4%	0,3%
5	35	2,0%	0,6%
6	65	3,7%	0,9%
7	183	10,3%	1,4%
8	479	27,1%	2,1%
9	508	28,7%	2,1%
10	484	27,3%	2,1%
Number of answers	1769	100,0%	
Responded	1769	81,1%	
Did not respond**	412	18,9%	
Number of respondents	2181	100,0%	
Asked*	2181	100,0%	
Not asked	0	0,0%	
Number of participants	2181	100,0%	

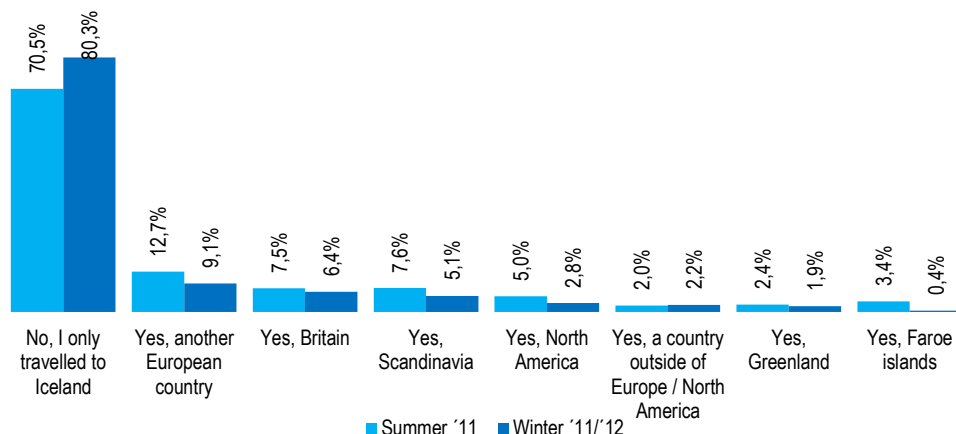


		0	1	2	3	4	5	6	7	8	9	10	Number of answers	Average	Conf. lim +/-
Total	Total	0,3%	0,1%	0,1%	0,1%	0,4%	2,0%	3,7%	10,3%	27,1%	28,7%	27,3%	1769	8,5	0,1
Gender	Male			0,1%	0,2%	0,3%	1,6%	4,4%	13,4%	30,3%	29,2%	20,5%	788	8,4	0,1
	Female	0,5%	0,2%		0,1%	0,4%	2,3%	3,1%	7,9%	24,5%	28,3%	32,8%	981	8,7	0,1
Age	24 years and younger	0,8%	0,4%				5,4%	2,2%	11,5%	24,6%	25,0%	30,1%	179	8,4	0,2
	25-34 years	0,2%	0,2%	0,1%	0,2%	0,2%	1,7%	3,8%	10,9%	26,8%	30,1%	25,9%	613	8,5	0,1
	35-44 years	0,6%		0,2%	0,2%		1,1%	3,5%	10,5%	33,4%	22,9%	27,6%	323	8,5	0,2
	45-54 years					0,8%	3,0%	2,4%	8,9%	26,9%	31,9%	26,0%	302	8,6	0,1
	55 years and older					0,9%	0,6%	5,5%	9,8%	23,2%	30,7%	29,3%	352	8,6	0,1
Profession	Managerial					0,7%	1,5%	2,1%	9,1%	28,9%	33,2%	24,5%	260	8,6	0,1
	Professional	0,2%	0,2%	0,1%	0,1%	0,6%	1,5%	4,4%	11,3%	27,4%	27,7%	26,5%	610	8,5	0,1
	Specialized staff	0,8%					1,1%	4,2%	7,0%	29,8%	30,4%	26,7%	234	8,6	0,2
	Clerical/Service						0,6%	3,0%	13,9%	29,6%	31,2%	21,6%	100	8,5	0,2
	Student	0,8%	0,4%				4,8%	1,6%	14,0%	21,4%	28,8%	28,3%	178	8,4	0,2
	Retired/Homemaker					0,4%	1,2%	7,1%	7,0%	26,1%	29,0%	29,1%	150	8,6	0,2
	Other			0,3%	0,6%		3,3%	2,3%	11,4%	23,9%	23,6%	34,7%	209	8,6	0,2
Household income	Low	3,7%					8,4%		14,4%	25,8%	27,0%	20,7%	38	8,0	0,7
	Low average		0,9%				2,3%	2,5%	10,9%	23,6%	24,3%	35,5%	134	8,7	0,2
	Average	0,2%	0,1%		0,1%	0,4%	2,5%	2,5%	8,8%	27,2%	31,1%	27,1%	737	8,6	0,1
	High average	0,2%		0,2%	0,2%	0,3%	1,2%	5,1%	12,6%	28,8%	27,5%	23,9%	641	8,4	0,1
	High	0,8%	0,8%			0,8%	0,8%	4,1%	7,8%	23,9%	27,5%	35,0%	149	8,8	0,2
Nationality	American					0,5%	2,4%	2,4%	5,7%	20,4%	21,8%	46,9%	256	9,0	0,2
	German	1,4%					5,7%	4,3%	2,9%	21,4%	31,4%	32,9%	98	8,6	0,3
	French						1,1%	3,3%	17,4%	29,3%	28,3%	20,7%	95	8,4	0,2
	Danish						3,4%	5,2%	12,1%	36,2%	31,0%	12,1%	106	8,2	0,2
	British			0,2%	0,2%	0,5%	0,6%	2,3%	11,3%	25,7%	28,8%	30,6%	398	8,7	0,1
	Norwegian	1,2%				1,2%	3,5%	8,2%	11,8%	31,8%	27,1%	15,3%	155	8,0	0,3
	Swedish				1,4%		2,9%	7,1%	12,9%	30,0%	20,0%	25,7%	95	8,3	0,3
	Spanish						5,9%	5,9%	17,6%	17,6%	47,1%	5,9%	26	8,1	0,5
	Italian							6,3%	12,5%	50,0%	31,3%		17	8,1	0,4
	Dutch			0,8%			0,8%	5,6%	16,1%	50,0%	20,2%	6,5%	70	8,0	0,3
	Other	0,3%	0,5%			0,3%	1,5%	2,4%	9,5%	24,7%	33,9%	26,9%	451	8,6	0,1
Market area	Scandinavia	0,4%			0,3%	0,4%	2,8%	6,6%	10,8%	32,0%	27,5%	19,1%	422	8,3	0,1
	Britain	0,2%	0,2%	0,1%	0,1%	0,4%	0,7%	2,1%	11,4%	25,5%	31,3%	28,0%	517	8,6	0,1
	Central/South-Europe	0,4%		0,2%		0,5%	2,8%	4,7%	10,8%	32,8%	28,3%	19,5%	366	8,3	0,1
	North America		0,3%			0,4%	2,3%	2,1%	5,5%	19,8%	25,0%	44,7%	304	8,9	0,1
	Other						1,6%	1,6%	13,3%	20,3%	31,5%	31,7%	157	8,7	0,2
Type of trip	Package tour	0,4%			0,2%	0,2%	1,6%	1,8%	10,3%	25,0%	34,6%	25,9%	343	8,6	0,1
	Individually arranged	0,1%	0,2%	0,1%	0,1%	0,5%	2,1%	4,0%	10,3%	29,6%	25,8%	27,1%	1142	8,5	0,1
	Mix of both	0,7%				0,2%	1,9%	4,6%	10,7%	19,9%	33,0%	29,1%	272	8,6	0,2
Purpose of visit	Vacation/holiday	0,2%	0,1%	0,1%	0,1%	0,4%	1,3%	3,8%	10,5%	26,7%	28,2%	28,6%	1509	8,6	0,1
	Conference/meeting						4,1%	6,9%	8,1%	28,6%	30,4%	21,8%	142	8,4	0,2
	Study/research						2,5%	3,4%	11,2%	26,2%	29,5%	27,2%	74	8,6	0,3
	Visiting friends/relatives	1,6%					1,6%	3,8%	10,0%	29,8%	27,0%	26,1%	113	8,4	0,3
	Business/Employment						2,9%	4,0%	7,5%	35,5%	34,7%	15,5%	65	8,3	0,3
	Event in Iceland						5,3%	2,9%	6,9%	25,1%	26,9%	32,9%	113	8,6	0,3
	Other	1,2%					3,9%	0,9%	6,7%	27,6%	34,0%	25,8%	116	8,6	0,3

*Individuals asked: Everyone
**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[EX01] Did you visit a country other than Iceland during your trip?

Answers	Count	Pct. %	Conf. lim +/-
No, I only travelled to Iceland	1747	80,3%	1,7%
Yes, another European country	197	9,1%	1,2%
Yes, Britain	139	6,4%	1,0%
Yes, Scandinavia	111	5,1%	0,9%
Yes, North America	61	2,8%	0,7%
Yes, a country outside of Europe / North America	49	2,2%	0,6%
Yes, Greenland	40	1,9%	0,6%
Yes, Faroe islands	9	0,4%	0,3%
Number of answers 2176			
Responded	2176	99,7%	
Did not respond**	5	0,3%	
Number of respondents 2181 100,0%			
Asked*	2181	100,0%	
Not asked	0	0,0%	
Number of participants 2181 100,0%			

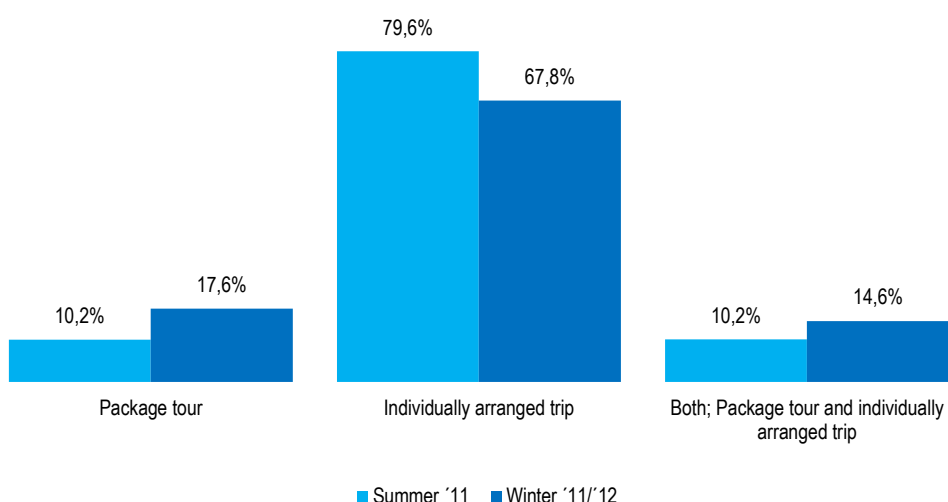


		No, I only travelled to Iceland	Yes, another European country	Yes, Britain	Yes, Scandinavia	Yes, North America	Yes, a country outside of Europe/N. Ame.	Yes, Greenland	Yes, Faroe islands	Number of answers
Total	Total	80,3%	9,1%	6,4%	5,1%	2,8%	2,2%	1,9%	0,4%	2176
Gender	Male	79,4%	9,6%	5,8%	5,0%	3,5%	2,5%	2,6%	0,7%	994
	Female	81,1%	8,6%	6,9%	5,2%	2,3%	2,1%	1,3%	0,2%	1181
Age	24 years and younger	78,4%	11,2%	6,5%	7,1%	1,3%	2,9%	1,9%	0,6%	213
	25-34 years	79,6%	10,5%	8,0%	4,6%	2,9%	2,8%	1,3%	0,2%	743
	35-44 years	84,1%	6,6%	4,4%	4,8%	2,4%	0,6%	2,2%	0,4%	408
	45-54 years	82,1%	6,6%	6,0%	5,4%	1,8%	2,1%	2,4%	0,5%	370
	55 years and older	77,4%	10,0%	5,8%	5,2%	4,6%	2,7%	2,1%	0,7%	442
Profession	Managerial	81,8%	9,0%	4,6%	5,3%	3,8%	2,8%	0,9%	1,5%	323
	Professional	80,2%	9,9%	6,8%	4,8%	3,3%	2,7%	1,5%		733
	Specialized staff	81,9%	9,3%	6,6%	4,6%	1,8%	1,2%	1,6%		281
	Clerical/Service	87,2%	1,6%	4,3%	3,1%	3,2%	0,4%	2,9%		128
	Student	78,0%	9,8%	5,9%	7,3%	2,3%	1,9%	1,3%	1,1%	230
	Retired/Homemaker	70,9%	12,3%	11,0%	5,6%	4,6%	2,8%	2,8%	0,8%	178
	Other	82,2%	7,5%	5,4%	5,8%	0,4%	2,6%	3,2%	0,2%	272
Household income	Low	81,4%	5,7%	1,5%	6,1%		1,1%	6,5%		54
	Low average	83,3%	9,5%	6,4%	3,8%	0,4%	0,7%	1,6%		185
	Average	81,9%	8,4%	5,9%	4,6%	1,9%	2,1%	1,5%	0,7%	856
	High average	80,5%	8,2%	6,1%	5,6%	3,5%	2,8%	2,2%	0,3%	809
	High	73,5%	14,1%	9,4%	7,1%	4,8%	2,3%	1,7%	0,6%	180
Nationality	American	61,4%	24,2%	13,6%	8,7%	0,8%	3,0%	1,9%		321
	German	86,1%	3,7%	1,9%	4,6%	4,6%	1,9%		0,9%	151
	French	93,1%	2,9%	2,0%	1,0%	2,9%	2,9%	2,0%	1,0%	106
	Danish	76,7%	5,8%		3,5%	5,8%	1,2%	9,3%	2,3%	157
	British	97,0%	0,6%	1,1%	0,6%	1,4%	0,3%	0,7%		437
	Norwegian	88,9%	0,9%		3,7%	2,8%	1,9%	2,8%		197
	Swedish	91,1%	1,0%		3,0%	3,0%	2,0%			137
	Spanish	85,7%		4,8%		9,5%				32
	Italian	86,4%	4,5%	9,1%	4,5%	4,5%				23
	Dutch	92,1%	1,4%	1,4%		4,3%	2,1%	0,7%		79
	Other	66,7%	17,5%	15,1%	10,3%	3,1%	4,1%	1,6%	0,6%	535
Market area	Scandinavia	85,6%	2,7%	0,2%	4,0%	3,7%	1,6%	3,5%	0,8%	571
	Britain	95,8%	0,4%	2,0%	0,8%	1,2%	0,4%	0,3%		577
	Central/South-Europe	87,6%	3,6%	2,8%	3,3%	3,5%	1,8%	0,9%	0,5%	461
	North America	59,7%	24,8%	16,9%	9,2%	0,5%	3,8%	1,6%		378
	Other	40,4%	36,8%	26,9%	17,3%	8,1%	8,2%	4,4%	1,4%	185
Type of trip	Package tour	89,0%	5,1%	3,9%	2,9%	1,3%	0,7%	3,0%		381
	Individually arranged	75,8%	11,1%	7,6%	6,2%	3,5%	2,8%	2,0%	0,5%	1462
	Mix of both	90,3%	4,6%	3,8%	3,1%	1,5%	1,3%		0,4%	317
Purpose of visit	Vacation/holiday	80,7%	9,3%	6,8%	5,1%	2,9%	2,3%	1,5%	0,4%	1798
	Conference/meeting	79,4%	6,8%	2,1%	8,0%	3,1%	1,1%	0,6%	1,2%	217
	Study/research	72,3%	15,3%	6,4%	9,1%	1,7%	0,6%	1,3%		96
	Visiting friends/relatives	80,1%	8,1%	3,5%	8,7%		1,4%	1,6%		146
	Business/Employment	71,6%	13,6%	7,2%	7,3%		3,1%	5,6%	1,3%	98
	Event in Iceland	84,7%	8,6%	3,2%	4,5%	2,2%		2,6%		143
	Other	82,8%	7,4%	4,9%	4,8%	1,6%	2,4%	6,2%		152

*Individuals asked: Everyone
 **Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[EX02] Are you travelling on an organized (package) tour to Iceland or are you on an individually arranged trip?

Answers	Count	Pct. %	Conf. lim +/-
Package tour	381	17,6%	1,6%
Individually arranged trip	1466	67,8%	2,0%
Both; Package tour and individually arranged	317	14,6%	1,5%
Number of answers	2163	100,0%	
Responded	2163	99,2%	
Did not respond**	18	0,8%	
Number of respondents	2181	100,0%	
Asked*	2181	100,0%	
Not asked	0	0,0%	
Number of participants	2181	100,0%	



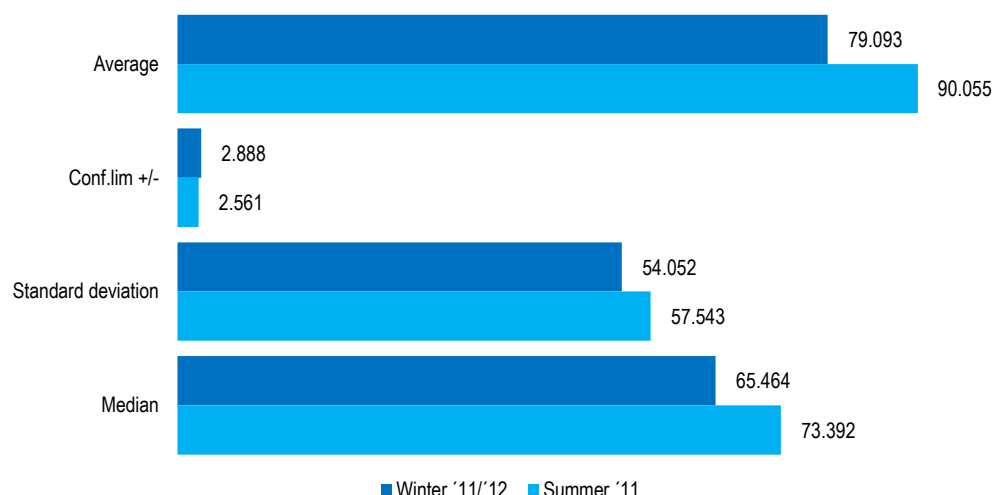
		Package tour	Individually arranged trip	Both; Package tour and individually arranged trip	Number of answers
Total	Total	17,6%	67,8%	14,6%	2163
Gender	Male	17,3%	70,4%	12,4%	989
	Female	17,9%	65,6%	16,6%	1174
Age	24 years and younger	12,5%	72,7%	14,8%	207
	25-34 years	14,8%	71,7%	13,4%	739
	35-44 years	14,5%	68,0%	17,5%	408
	45-54 years	19,8%	66,3%	13,8%	367
	55 years and older	25,8%	59,7%	14,6%	441
Profession	Managerial	16,7%	69,6%	13,7%	323
	Professional	17,4%	67,3%	15,3%	727
	Specialized staff	19,0%	68,7%	12,3%	280
	Clerical/Service	20,0%	57,1%	22,9%	128
	Student	9,6%	76,3%	14,1%	225
	Retired/Homemaker	34,3%	51,2%	14,5%	177
	Other	13,2%	73,2%	13,6%	270
Household income	Low	15,9%	74,5%	9,6%	54
	Low average	14,5%	74,1%	11,4%	183
	Average	17,7%	67,4%	15,0%	851
	High average	18,8%	66,7%	14,4%	805
	High	17,4%	69,1%	13,5%	177
Nationality	American	16,9%	69,7%	13,4%	317
	German	12,3%	79,2%	8,5%	148
	French	5,9%	82,4%	11,8%	106
	Danish	16,7%	79,8%	3,6%	154
	British	35,2%	42,9%	21,9%	437
	Norwegian	12,0%	75,0%	13,0%	197
	Swedish	7,9%	81,2%	10,9%	137
	Spanish	4,8%	57,1%	38,1%	32
	Italian		72,7%	27,3%	23
	Dutch	15,1%	75,5%	9,4%	78
Other	14,2%	70,4%	15,4%	532	
Market area	Scandinavia	11,5%	78,1%	10,4%	568
	Britain	32,1%	45,1%	22,8%	576
	Central/South-Europe	9,8%	78,3%	12,0%	458
	North America	14,8%	71,2%	14,0%	373
	Other	16,5%	72,8%	10,7%	181
Type of trip	Package tour	100,0%			381
	Individually arranged		100,0%		1466
	Mix of both			100,0%	317
Purpose of visit	Vacation/holiday	19,2%	64,9%	15,9%	1793
	Conference/meeting	10,1%	80,2%	9,7%	214
	Study/research	10,1%	75,0%	14,8%	94
	Visiting friends/relatives	2,9%	93,7%	3,4%	146
	Business/Employment	11,2%	80,9%	7,9%	96
	Event in Iceland	13,4%	75,5%	11,1%	141
	Other	16,0%	68,7%	15,2%	149

*Individuals asked: Everyone

**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[EX04] What was the cost of the air ticket / ferry ticket (round trip) per person?

Answers	Count	Pct. %
Number of answers	1348	
Responded	1348	75,6%
Did not respond**	434	24,4%
Number of respondents	1782	100,0%
Asked*	1782	81,7%
Not asked	399	18,3%
Number of participants	2181	100,0%



		Average	Conf.lim +/-	Standard deviation	Median	Number of answers
Total	Total	79.093	2.888	54.052	65.464	1348
Gender	Male	82.279	4.288	55.530	66.827	647
	Female	76.155	3.894	52.521	64.864	701
Age	24 years and younger	68.421	8.393	48.900	55.525	133
	25-34 years	74.170	4.394	50.971	63.458	519
	35-44 years	80.979	5.768	47.960	71.390	268
	45-54 years	84.574	8.919	65.069	66.631	207
	55 years and older	89.661	7.629	57.536	78.648	221
Profession	Managerial	87.037	8.364	62.030	71.899	214
	Professional	79.265	4.308	47.232	68.217	464
	Specialized staff	81.244	11.973	77.466	60.000	163
	Clerical/Service	66.148	6.029	24.012	63.458	63
	Student	66.522	6.674	43.172	54.242	163
	Retired/Homemaker	94.164	14.935	66.031	76.586	78
	Other	76.094	6.358	43.426	69.502	182
Household income	Low	61.481	7.343	23.689	52.372	42
	Low average	66.259	7.246	40.820	58.775	124
	Average	78.056	4.672	54.193	65.464	519
	High average	80.105	4.707	53.606	66.107	501
	High	100.278	13.423	72.698	81.080	115
Nationality	American	97.915	6.630	49.455	86.928	216
	German	74.358	6.402	31.700	71.390	97
	French	70.252	5.513	23.560	63.458	73
	Danish	67.885	7.735	37.981	55.783	95
	British	64.901	7.590	52.359	57.012	185
	Norwegian	65.987	5.455	31.182	58.995	128
	Swedish	55.800	4.777	22.361	49.988	87
	Spanish	58.912	13.425	30.809	47.510	23
	Italian	92.156	23.189	44.269	84.875	17
	Dutch	64.950	9.912	34.244	56.594	48
	Other	93.252	7.457	73.820	71.390	379
Market area	Scandinavia	62.865	3.047	29.974	53.242	374
	Britain	61.043	5.247	44.374	54.000	277
	Central/South-Europe	77.880	4.350	38.885	69.803	309
	North America	103.511	6.336	51.680	92.733	258
	Other	121.026	18.495	104.217	85.381	124
Type of trip	Package tour					
	Individually arranged	79.530	3.255	56.575	65.464	1163
	Mix of both	76.352	4.957	34.211	66.107	185
Purpose of visit	Vacation/holiday	77.002	3.152	52.915	64.864	1085
	Conference/meeting	91.170	10.555	65.617	72.615	151
	Study/research	86.198	15.867	67.222	63.888	71
	Visiting friends/relatives	65.435	7.598	42.984	51.891	125
	Business/Employment	94.758	13.400	52.093	81.080	61
	Event in Iceland	79.657	10.705	52.714	63.458	96
	Other	79.808	8.862	44.136	65.464	98

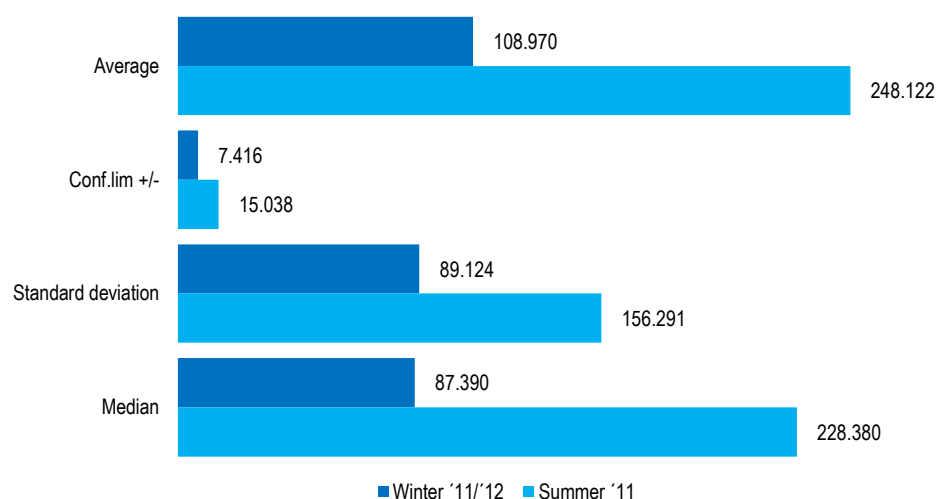
*Individuals asked: Everyone that where traveling on Individually arranged trip [EX02]

**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

Converted into Icelandic krona using the exchange rate 01.01.2012 (Sep.-Des.) and 01.06.12 (Jan.-May).

[EX05] What was the price of the tour package per person?

Answers	Count	Pct. %
Number of answers	557	
Responded	557	79,9%
Did not respond**	140	20,1%
Number of respondents	697	100,0%
Asked*	697	32,0%
Not asked	1484	68,0%
Number of participants	2181	100,0%



		Average	Conf. lim +/-	Standard deviation	Median	Number of answers
Total	Total	108.970	7.416	89.124	87.390	557
Gender	Male	114.255	13.193	102.678	90.404	235
	Female	105.113	8.516	77.701	85.517	322
Age	24 years and younger	91.255	15.630	51.558	95.019	44
	25-34 years	95.778	11.453	75.965	76.015	171
	35-44 years	111.127	15.322	78.298	95.019	103
	45-54 years	113.820	20.901	103.048	86.386	96
	55 years and older	125.460	17.565	106.273	90.648	143
Profession	Managerial	114.368	21.267	95.004	87.472	79
	Professional	93.488	8.154	58.386	80.359	199
	Specialized staff	143.259	31.065	123.387	101.876	63
	Clerical/Service	97.284	14.366	46.882	90.404	43
	Student	84.573	17.809	55.553	72.972	40
	Retired/Homemaker	135.079	24.352	104.200	103.462	73
	Other	111.950	35.443	129.242	80.359	54
Household income	Low	185.314	210.441	278.117	72.323	9
	Low average	83.313	17.701	51.781	72.972	35
	Average	105.976	10.565	80.087	84.377	223
	High average	110.976	11.939	89.087	90.268	216
	High	132.393	26.685	91.719	108.484	48
Nationality	American	150.716	24.596	113.187	110.178	84
	German	97.800	8.695	17.584	95.186	18
	French	179.152	93.953	179.583	126.972	17
	Danish	156.309	53.275	107.954	125.473	18
	British	89.660	6.679	49.889	80.158	217
	Norwegian	71.011	14.200	37.493	57.951	29
	Swedish	100.000	32.997	71.033	90.043	20
	Spanish	153.275	52.669	89.363	114.023	14
	Italian	125.636	349.137	142.972	72.972	3
	Dutch	116.234	57.442	106.217	77.026	16
	Other	103.880	18.176	101.246	80.158	122
Market area	Scandinavia	86.804	12.019	54.139	75.767	80
	Britain	86.217	5.558	47.021	76.341	277
	Central/South-Europe	146.578	33.369	144.378	101.532	74
	North America	154.008	22.880	109.021	117.418	90
	Other	144.345	40.074	117.567	107.085	36
Type of trip	Package tour	119.108	10.970	100.296	90.404	324
	Individually arranged					
	Mix of both	94.942	8.839	68.594	80.359	234
Purpose of visit	Vacation/holiday	108.168	7.668	89.498	85.694	526
	Conference/meeting	118.168	34.266	64.429	107.085	16
	Study/research	138.526	47.745	87.431	130.583	15
	Visiting friends/relatives	41.681	315.866	36.737	60.068	2
	Business/Employment	184.708	104.243	115.349	140.628	7
	Event in Iceland	68.117	17.057	38.124	64.072	22
	Other	133.548	54.495	154.075	91.815	33

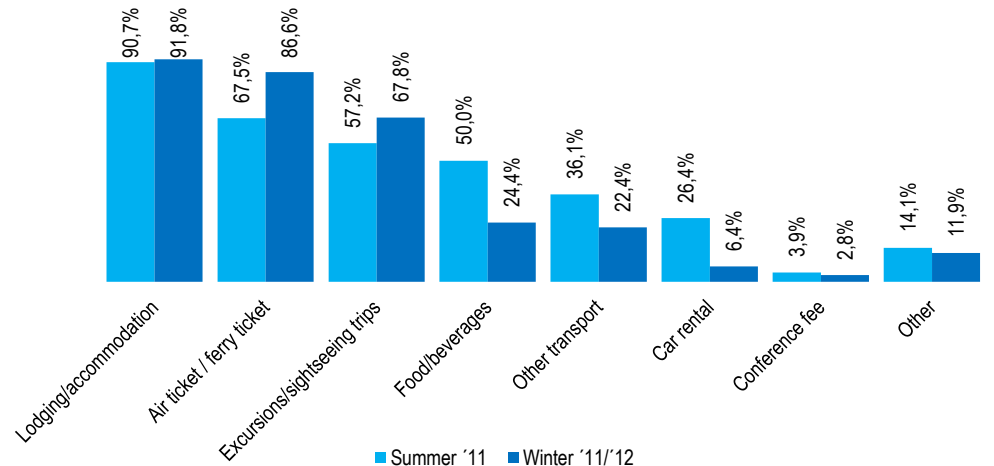
*Individuals asked: Everyone that where traveling on Individually arranged trip [EX02]

**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

Converted into Icelandic krona using the exchange rate 01.01.2012 (Sep.-Des.) and 01.06.12 (Jan.-May).

[EX06] What was included in the tour package?

Answers	Count	Pct. %	Conf. lim +/-
Lodging/accommodation	624	91,8%	2,1%
Air ticket / ferry ticket	588	86,6%	2,6%
Excursions /	461	67,8%	3,5%
Food/bev erages	166	24,4%	3,2%
Other transport	152	22,4%	3,1%
Car rental	43	6,4%	1,8%
Conference fee	19	2,8%	1,2%
Other	81	11,9%	2,4%
Number of answers	679		
Responded	679	97,4%	
Did not respond**	18	2,6%	
Number of respondents	697	100,0%	
Asked*	697	32,0%	
Not asked	1484	68,0%	
Number of participants	2181	100,0%	



		Lodging/ accommodation	Air ticket / ferry ticket	Excursions / sightseeing trips	Food/beverages	Other transport	Car rental	Conference fee	Other	Number of answers
Total	Total	91,8%	86,6%	67,8%	24,4%	22,4%	6,4%	2,8%	11,9%	679
Gender	Male	89,2%	83,0%	66,3%	21,0%	21,2%	7,4%	2,6%	11,8%	285
	Female	93,6%	89,2%	68,9%	26,9%	23,3%	5,7%	3,0%	12,0%	394
Age	24 years and younger	87,6%	70,2%	78,9%	27,4%	39,3%	15,3%	2,6%	13,8%	53
	25-34 years	89,9%	84,8%	63,6%	15,2%	19,2%	7,0%	2,4%	9,8%	199
	35-44 years	87,1%	81,7%	62,5%	26,2%	24,7%	8,7%	8,1%	12,5%	129
	45-54 years	94,1%	93,6%	68,2%	23,8%	20,9%	2,3%		12,2%	122
	55 years and older	96,9%	92,3%	73,0%	33,1%	20,3%	4,0%	1,4%	13,1%	175
Profession	Managerial	92,9%	82,5%	61,3%	25,3%	27,0%	7,0%	7,5%	10,5%	97
	Professional	93,3%	86,7%	69,3%	18,4%	17,1%	4,7%	1,4%	7,4%	234
	Specialized staff	93,7%	87,6%	61,0%	32,5%	28,6%	3,8%	7,7%	16,0%	86
	Clerical/Service	90,6%	96,3%	68,1%	18,9%	17,1%	6,1%	1,2%	9,7%	55
	Student	81,4%	67,3%	73,8%	26,0%	41,0%	17,4%		15,6%	47
	Retired/Homemaker	97,8%	92,8%	71,6%	33,7%	20,5%	4,8%		15,4%	86
	Other	83,1%	86,9%	70,2%	24,7%	22,7%	8,7%	2,0%	19,3%	69
Household income	Low	100,0%	95,9%	58,5%	39,0%	10,4%	9,0%	4,9%	14,2%	14
	Low average	80,6%	86,1%	69,9%	8,7%	19,2%	7,7%		19,7%	45
	Average	90,6%	84,9%	72,8%	24,3%	25,3%	6,4%	2,7%	8,4%	271
	High average	94,5%	89,1%	62,7%	23,8%	20,8%	6,1%	2,8%	15,5%	263
	High	90,8%	84,9%	61,1%	27,8%	27,1%	6,9%	7,0%	10,5%	53
Nationality	American	93,4%	82,9%	81,6%	40,8%	35,5%	6,6%	1,3%	11,8%	92
	German	100,0%	95,2%	85,7%	19,0%	38,1%	9,5%	4,8%	23,8%	29
	French	88,9%	66,7%	66,7%	44,4%	33,3%	5,6%	11,1%	22,2%	19
	Danish	93,3%	100,0%	66,7%	40,0%	20,0%	13,3%	13,3%	26,7%	27
	British	97,6%	96,1%	71,7%	16,1%	12,0%	3,2%		7,6%	248
	Norwegian	77,8%	77,8%	55,6%	29,6%	29,6%	3,7%	3,7%	14,8%	49
	Swedish	94,7%	94,7%	52,6%	31,6%	31,6%		5,3%	31,6%	26
	Spanish	100,0%	77,8%	55,6%	11,1%	22,2%	33,3%			14
	Italian	40,0%	60,0%	40,0%	20,0%	20,0%	20,0%			5
	Dutch	93,9%	87,9%	54,5%	9,1%	27,3%	15,2%		6,1%	19
	Other	84,6%	74,6%	60,2%	24,1%	23,3%	7,7%	5,0%	10,8%	151
Market area	Scandinavia	83,4%	84,4%	57,9%	30,3%	26,3%	5,6%	6,8%	20,0%	120
	Britain	96,5%	94,2%	71,1%	15,5%	13,2%	2,9%		7,2%	314
	Central/South-Europe	87,9%	80,0%	62,6%	19,9%	30,2%	14,3%	6,3%	16,3%	94
	North America	96,5%	81,7%	78,8%	41,0%	31,9%	8,6%		10,5%	104
	Other	78,6%	65,3%	57,3%	41,3%	37,3%	10,7%	10,7%	17,3%	47
Type of trip	Package tour	95,4%	94,1%	68,9%	23,0%	24,6%	5,7%	2,8%	11,7%	376
	Individually arranged									
	Mix of both	87,3%	77,3%	66,5%	26,1%	19,7%	7,2%	2,8%	12,2%	303
Purpose of visit	Vacation/holiday	92,7%	88,4%	68,7%	21,7%	21,1%	5,7%	0,5%	12,1%	616
	Conference/meeting	83,4%	66,4%	56,7%	73,7%	31,3%	8,6%	47,5%	15,2%	38
	Study/research	79,2%	51,1%	77,1%	40,7%	58,1%	16,1%		2,8%	20
	Visiting friends/relatives	80,1%	100,0%	66,2%	59,6%	40,4%			19,9%	9
	Business/Employment	83,6%	83,8%	58,6%	26,4%	21,4%	29,2%	9,2%	29,2%	15
	Event in Iceland	81,6%	98,3%	41,9%	18,4%	11,2%	5,4%	5,6%	37,9%	34
	Other	84,5%	74,2%	63,8%	38,3%	28,2%	10,7%		34,0%	44

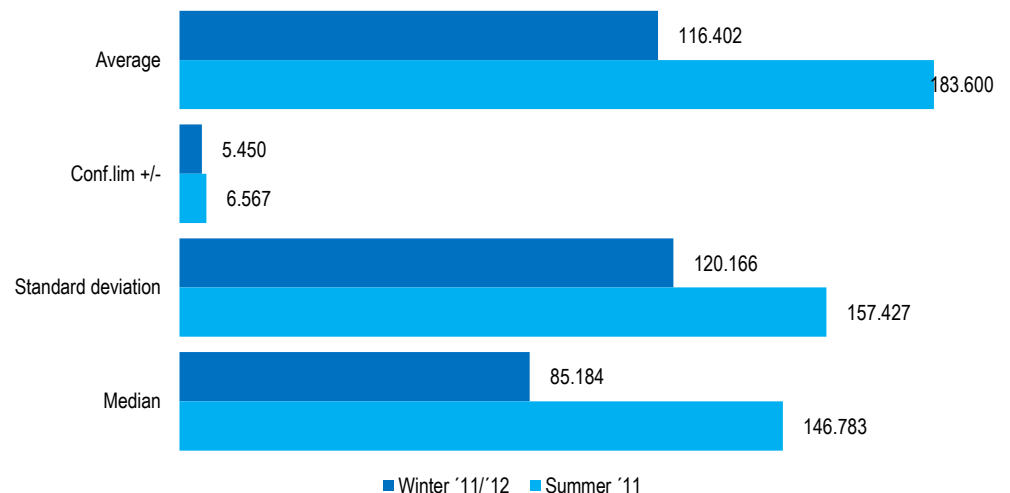
*Individuals asked: Everyone that where traveling on an package tour [EX02]

**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[EX07] How much, approximately, do you think you (and your family travelling with you) spent pr. person during your stay in Iceland (airfare / ferry fare and prepaid tour package excluded)?



Answers	Count	Pct. %
Number of answers	1870	
Responded	1870	85,7%
Did not respond**	311	14,3%
Number of respondents	2181	100,0%
Asked*	2181	100,0%
Not asked	0	0,0%
Number of participants	2181	100,0%



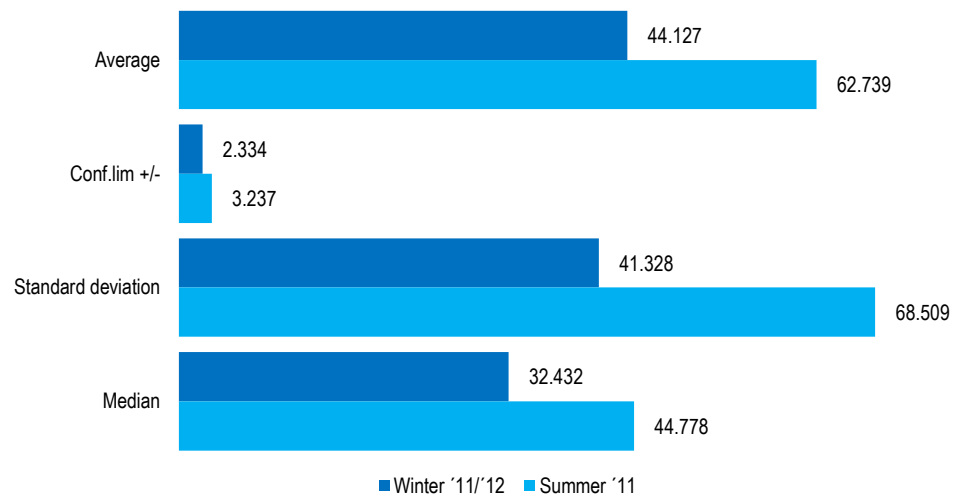
		Average	Conf.lim +/-	Standard deviation	Median	Number of answers
Total	Total	116.402	5.450	120.166	85.184	1870
Gender	Male	124.792	8.837	133.440	91.220	878
	Female	108.971	6.640	106.563	80.359	992
Age	24 years and younger	149.323	38.614	250.341	90.043	164
	25-34 years	117.441	7.757	101.669	85.517	662
	35-44 years	119.445	9.624	93.101	96.108	362
	45-54 years	103.328	9.695	87.276	75.481	314
	55 years and older	108.026	10.924	106.590	79.322	368
Profession	Managerial	125.783	16.480	142.838	95.019	291
	Professional	118.922	8.249	106.911	88.162	648
	Specialized staff	108.177	12.913	99.950	83.513	233
	Clerical/Service	97.760	14.299	75.313	74.751	109
	Student	136.433	30.882	208.267	81.080	177
	Retired/Homemaker	93.746	13.302	83.225	66.966	153
	Other	116.210	10.912	85.125	93.242	236
Household income	Low	105.975	21.063	72.407	91.427	48
	Low average	126.552	30.922	197.439	79.322	159
	Average	119.339	9.282	128.052	87.286	734
	High average	108.421	6.768	91.769	80.359	709
	High	134.129	17.777	115.107	95.019	163
Nationality	American	130.095	19.711	170.267	89.794	289
	German	146.443	16.049	90.001	134.991	123
	French	124.588	22.337	109.292	100.448	94
	Danish	81.584	14.880	81.245	65.464	117
	British	85.744	11.022	111.299	64.000	394
	Norwegian	109.700	11.526	74.446	100.000	163
	Swedish	85.352	11.208	59.947	70.916	112
	Spanish	141.196	28.259	76.143	140.308	30
	Italian	145.537	51.315	94.262	142.780	16
	Dutch	102.767	18.975	78.030	81.080	67
	Other	142.528	11.825	129.424	103.119	463
Market area	Scandinavia	95.294	6.836	74.575	78.760	460
	Britain	88.862	8.559	100.258	70.314	530
	Central/South-Europe	138.443	10.284	102.986	121.620	388
	North America	137.079	17.843	166.855	91.815	338
	Other	173.438	26.714	166.119	118.983	151
Type of trip	Package tour	71.367	7.752	72.091	50.224	335
	Individually arranged	131.252	7.271	130.873	100.448	1247
	Mix of both	103.253	11.834	100.144	72.972	278
Purpose of visit	Vacation/holiday	113.248	5.115	103.405	85.184	1572
	Conference/meeting	115.010	14.037	93.323	96.108	172
	Study/research	203.936	68.259	306.521	108.052	80
	Visiting friends/relatives	95.504	16.378	95.363	79.322	133
	Business/Employment	145.173	32.247	139.735	122.420	75
	Event in Iceland	105.041	14.100	78.779	81.910	122
	Other	130.769	22.729	127.969	81.080	124

*Individuals asked: Everyone
 **Those who did not respond are those who responded 'don't know' or 'don't want to answer'

Converted into Icelandic krona using the exchange rate 01.01.2012 (Sep.-Des.) and 01.06.12 (Jan.-May).

[EX08_1] How much you (and your family) spent pr. person on the following
- Lodging/accommodation

Answers	Count	Pct. %
Number of answers	1207	
Responded	1207	55,3%
Did not respond**	369	16,9%
Did not spend anything	606	27,8%
Number of respondents	2181	100,0%
Asked*	2181	100,0%
Not asked	0	0,0%
Number of participants	2181	100,0%



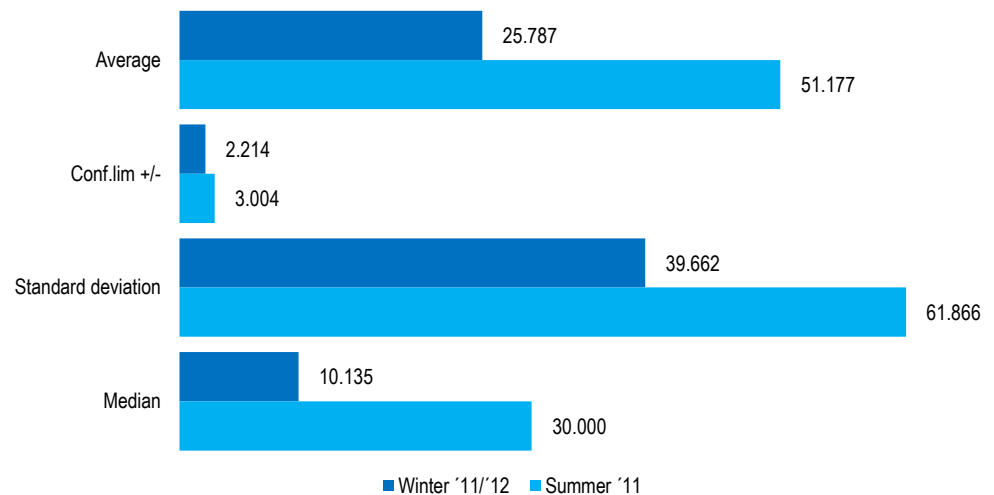
		Average	Conf.lim +/-	Standard deviation	Median	Number of answers
Total	Total	44.127	2.334	41.328	32.432	1207
Gender	Male	47.831	3.793	47.483	34.278	604
	Female	40.410	2.696	33.685	31.729	602
Age	24 years and younger	49.897	12.372	65.740	30.406	111
	25-34 years	40.075	3.508	38.612	30.135	468
	35-44 years	44.781	4.609	35.456	36.726	230
	45-54 years	46.481	5.250	36.231	34.902	185
	55 years and older	47.276	5.451	40.309	37.097	212
Profession	Managerial	48.741	5.167	35.716	40.179	186
	Professional	45.615	3.945	41.287	34.074	423
	Specialized staff	39.676	5.886	35.133	30.135	139
	Clerical/Service	41.877	8.158	33.150	32.432	66
	Student	49.816	11.878	69.527	26.186	134
	Retired/Homemaker	40.499	7.864	34.253	30.716	75
Household income	Low	39.902	10.304	29.728	32.732	34
	Low average	46.609	12.093	63.132	30.810	107
	Average	42.557	3.787	41.635	31.240	467
	High average	43.436	3.191	34.765	34.829	458
	High	52.922	7.616	40.050	41.367	109
Nationality	American	43.263	7.177	51.991	29.387	204
	German	54.121	7.312	35.938	45.005	95
	French	37.105	6.618	25.883	32.432	61
	Danish	38.128	10.441	45.351	26.186	75
	British	43.689	5.073	33.578	37.553	171
	Norwegian	32.051	4.137	22.231	26.962	113
	Swedish	33.947	5.741	24.622	26.593	73
	Spanish	45.476	9.148	20.993	47.593	23
	Italian	70.255	43.022	68.880	37.721	12
	Dutch	44.114	10.090	32.645	36.875	43
Market area	Other	49.964	5.054	47.008	35.256	335
	Scandinavia	34.557	3.454	30.746	26.593	307
	Britain	41.104	3.574	29.329	35.157	261
	Central/South-Europe	48.166	4.190	35.326	39.661	275
	North America	47.446	6.987	55.721	30.605	247
Type of trip	Other	60.035	10.792	57.775	37.959	113
	Package tour	46.597	8.534	34.500	38.008	65
	Individually arranged	43.033	2.452	39.951	32.432	1022
Purpose of visit	Mix of both	51.697	10.293	54.749	32.764	111
	Vacation/holiday	41.422	2.200	35.410	32.432	998
Purpose of visit	Conference/meeting	55.719	6.750	38.714	44.420	129
	Study/research	78.127	24.630	95.381	47.510	60
	Visiting friends/relatives	29.723	5.904	23.971	24.484	66
	Business/Employment	65.044	14.765	53.256	57.112	52
	Event in Iceland	42.164	7.177	34.021	32.653	89
	Other	40.857	7.218	33.752	31.944	86

*Individuals asked: Everyone
**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

Converted into Icelandic krona using the exchange rate 01.01.2012 (Sep.-Des.) and 01.06.12 (Jan.-May).

[EX08_2] How much you (and your family) spent pr. person on the following
- Transport (bus / domestic ferry fares, domestic airfares, rental car, etc.)

Answers	Count	Pct. %
Number of answers	1236	
Responded	1236	56,7%
Did not respond**	369	16,9%
Did not spend anything	577	26,4%
Number of respondents	2181	100,0%
Asked*	2181	100,0%
Not asked	0	0,0%
Number of participants	2181	100,0%



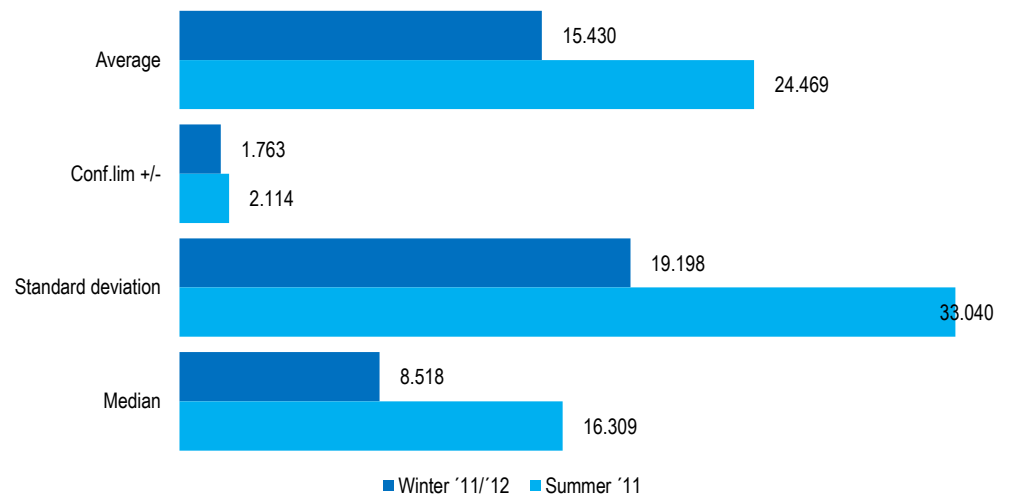
		Average	Conf.lim +/-	Standard deviation	Median	Number of answers
Total	Total	25.787	2.214	39.662	10.135	1236
Gender	Male	28.369	3.801	47.577	10.911	604
	Female	23.315	2.347	30.033	10.045	631
Age	24 years and younger	30.521	8.026	44.114	9.004	119
	25-34 years	27.584	3.769	40.845	10.239	454
	35-44 years	21.507	3.584	28.580	10.000	247
	45-54 years	24.133	4.065	28.644	11.105	193
	55 years and older	25.786	6.788	51.515	8.864	224
Profession	Managerial	27.633	5.310	36.572	11.428	185
	Professional	27.688	4.504	48.205	10.239	442
	Specialized staff	19.202	4.074	25.391	10.045	152
	Clerical/Service	24.606	7.874	30.267	8.108	59
	Student	28.867	7.321	42.819	12.162	134
	Retired/Homemaker	22.042	6.196	29.856	8.108	92
	Other	25.204	5.298	33.900	9.796	160
Household income	Low	18.893	7.403	23.370	8.864	41
	Low average	22.387	5.486	29.415	11.898	113
	Average	28.428	4.228	47.020	10.135	478
	High average	23.434	3.264	35.228	10.045	450
	High	29.123	6.636	36.743	10.045	120
Nationality	American	31.895	7.946	57.566	12.242	204
	German	34.604	6.810	33.972	22.137	98
	French	33.219	8.006	31.861	19.004	63
	Danish	10.224	2.291	10.200	5.455	79
	British	17.491	3.227	21.929	8.036	180
	Norwegian	13.563	3.357	17.583	6.389	108
	Swedish	12.234	3.262	14.642	7.297	80
	Spanish	42.139	16.630	38.165	31.729	23
	Italian	40.970	31.359	47.484	23.797	11
	Dutch	21.016	8.480	27.256	11.898	42
	Other	32.164	4.952	46.876	12.580	347
Market area	Scandinavia	13.030	1.925	17.595	6.826	323
	Britain	17.767	2.633	22.034	9.502	271
	Central/South-Europe	34.465	4.261	36.390	19.459	283
	North America	32.188	6.851	54.466	12.242	245
	Other	47.113	12.366	65.256	21.854	109
Type of trip	Package tour	15.574	4.527	25.097	5.455	121
	Individually arranged	27.121	2.594	41.283	11.351	976
	Mix of both	23.855	5.600	32.824	9.181	134
Purpose of visit	Vacation/holiday	25.134	2.148	34.759	10.239	1008
	Conference/meeting	17.391	4.743	27.684	8.108	133
	Study/research	29.098	10.192	40.447	13.061	63
	Visiting friends/relatives	16.605	4.485	23.166	7.932	105
	Business/Employment	46.457	23.684	89.801	10.045	58
	Event in Iceland	22.746	7.842	37.613	8.191	91
	Other	26.515	6.932	33.760	13.093	94

*Individuals asked: Everyone
**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

Converted into Icelandic krona using the exchange rate 01.01.2012 (Sep.-Des.) and 01.06.12 (Jan.-May).

[EX08_3] How much you (and your family) spent pr. person on the following
- Other transport costs (e.g. fuel, maintenance)

Answers	Count	Pct. %
Number of answers	458	
Responded	458	21,0%
Did not respond**	369	16,9%
Did not spend anything	1354	62,1%
Number of respondents	2181	100,0%
Asked*	2181	100,0%
Not asked	0	0,0%
Number of participants	2181	100,0%



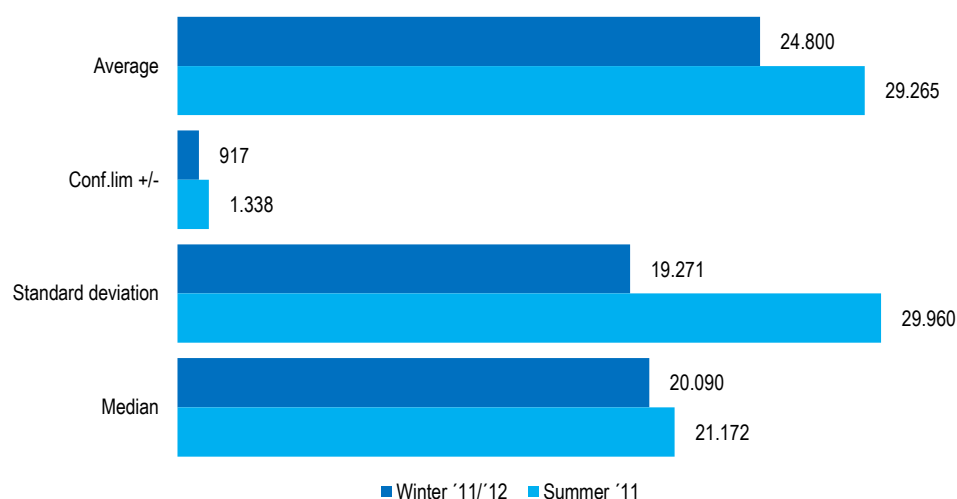
		Average	Conf.lim +/-	Standard deviation	Median	Number of answers
Total	Total	15.430	1.763	19.198	8.518	458
Gender	Male	18.025	3.201	23.991	10.045	218
	Female	13.070	1.659	13.044	7.932	240
Age	24 years and younger	13.053	5.493	18.818	7.932	48
	25-34 years	19.675	3.342	23.279	15.067	189
	35-44 years	12.818	2.566	11.258	8.518	76
	45-54 years	10.032	1.994	8.218	6.651	68
	55 years and older	13.847	4.453	19.720	6.486	78
Profession	Managerial	15.881	4.258	18.063	9.502	72
	Professional	17.402	3.706	23.067	12.242	151
	Specialized staff	11.298	2.656	10.088	7.932	58
	Clerical/Service	13.879	5.765	13.866	5.701	25
	Student	15.356	5.338	19.382	7.932	53
	Retired/Homemaker	14.917	9.695	26.647	4.432	32
	Other	15.259	3.510	13.943	9.143	63
Household income	Low	13.145	8.230	12.257	8.191	11
	Low average	15.969	4.265	14.627	10.045	48
	Average	16.643	2.775	18.143	9.004	167
	High average	14.038	3.241	22.023	7.932	180
	High	17.597	5.587	17.960	9.796	42
Nationality	American	14.470	4.084	17.639	9.181	74
	German	16.177	6.086	17.322	7.966	34
	French	21.612	10.581	24.921	15.864	24
	Danish	7.145	2.442	5.739	4.910	24
	British	11.815	3.773	13.563	6.516	52
	Norwegian	8.553	3.221	9.593	5.060	37
	Swedish	7.609	3.446	8.954	5.319	28
	Spanish	23.360	5.107	10.801	23.797	20
	Italian	15.475	7.882	9.591	13.802	8
	Dutch	27.893	28.847	56.785	11.898	17
Other	18.162	2.778	16.646	12.580	140	
Market area	Scandinavia	9.139	1.897	10.018	5.319	110
	Britain	12.845	2.942	13.876	6.697	88
	Central/South-Europe	20.695	4.941	27.233	15.864	119
	North America	15.854	3.599	17.638	12.242	95
	Other	21.521	5.449	17.997	19.004	44
Type of trip	Package tour	7.871	2.746	7.283	5.022	30
	Individually arranged	15.037	1.500	14.854	8.864	379
	Mix of both	22.981	11.656	40.585	10.045	49
Purpose of visit	Vacation/holiday	15.486	1.942	19.679	8.729	397
	Conference/meeting	11.818	7.055	15.194	5.339	20
	Study/research	19.730	8.979	23.392	11.740	29
	Visiting friends/relatives	9.404	2.997	9.382	7.500	40
	Business/Employment	25.845	15.759	30.301	16.366	17
	Event in Iceland	8.342	2.998	7.337	5.701	26
	Other	17.913	5.405	16.066	13.044	36

*Individuals asked: Everyone
**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

Converted into Icelandic krona using the exchange rate 01.01.2012 (Sep.-Des.) and 01.06.12 (Jan.-May).

[EX08_4] How much you (and your family) spent pr. person on the following
- Restaurants/bar/cafes

Answers	Count	Pct. %
Number of answers	1700	
Responded	1700	78,0%
Did not respond**	369	16,9%
Did not spend anything	112	5,1%
Number of respondents	2181	100,0%
Asked*	2181	100,0%
Not asked	0	0,0%
Number of participants	2181	100,0%



		Average	Conf.lim +/-	Standard deviation	Median	Number of answers
Total	Total	24.800	917	19.271	20.090	1700
Gender	Male	26.032	1.381	19.919	21.153	802
	Female	23.702	1.219	18.617	19.222	899
Age	24 years and younger	23.460	3.490	21.005	17.037	142
	25-34 years	23.711	1.418	17.761	19.459	605
	35-44 years	28.306	2.268	20.832	24.324	327
	45-54 years	26.244	2.604	22.619	21.423	292
	55 years and older	22.656	1.676	15.583	19.004	335
Profession	Managerial	27.097	2.556	21.175	22.210	266
	Professional	25.157	1.488	18.507	20.249	597
	Specialized staff	23.970	3.030	22.366	19.222	212
	Clerical/Service	24.379	2.926	14.636	22.099	99
	Student	21.180	3.175	19.961	16.026	154
	Retired/Homemaker	22.301	2.754	16.029	19.004	133
	Other	26.403	2.480	18.704	23.411	221
Household income	Low	20.961	4.584	14.744	20.270	42
	Low average	22.443	2.527	15.047	19.004	139
	Average	24.339	1.423	18.670	19.592	664
	High average	24.394	1.303	16.916	20.249	650
	High	32.224	4.924	31.031	27.027	155
Nationality	American	24.712	2.605	21.674	19.592	268
	German	21.989	2.919	15.084	16.216	105
	French	21.227	3.459	16.044	16.216	85
	Danish	23.513	2.895	14.627	21.357	101
	British	24.244	1.696	16.481	20.090	365
	Norwegian	30.605	2.965	18.256	25.555	148
	Swedish	23.942	2.862	14.830	21.887	106
	Spanish	24.188	4.377	11.458	19.831	29
	Italian	19.375	10.494	17.666	14.253	13
	Dutch	24.211	4.298	17.050	20.018	63
	Other	25.570	2.290	23.765	20.000	416
Market area	Scandinavia	25.509	1.587	16.503	21.296	418
	Britain	24.068	1.442	16.265	20.090	491
	Central/South-Europe	23.509	1.795	17.025	19.037	348
	North America	25.369	2.505	22.616	18.870	316
	Other	27.368	5.551	31.510	18.744	126
Type of trip	Package tour	22.973	1.435	12.740	20.090	305
	Individually arranged	24.774	1.183	20.310	19.592	1134
	Mix of both	26.970	2.563	20.789	22.511	255
Purpose of visit	Vacation/holiday	24.568	924	17.923	20.090	1448
	Conference/meeting	27.344	4.473	27.742	20.478	150
	Study/research	29.652	8.456	36.288	17.037	73
	Visiting friends/relatives	19.343	3.370	17.716	15.864	109
	Business/Employment	32.633	5.295	21.708	27.544	67
	Event in Iceland	25.430	3.908	20.875	18.363	112
	Other	26.094	3.711	19.431	21.296	108

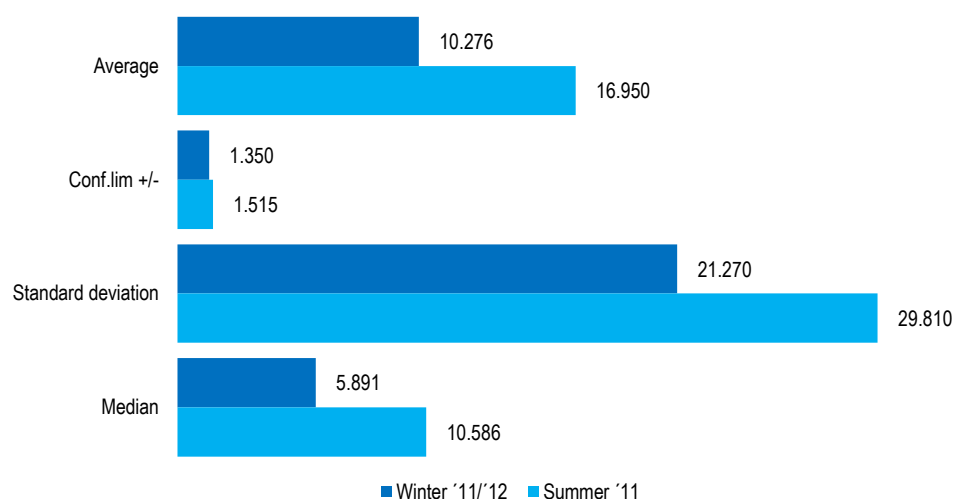
*Individuals asked: Everyone

**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

Converted into Icelandic krona using the exchange rate 01.01.2012 (Sep.-Des.) and 01.06.12 (Jan.-May).

[EX08_5] How much you (and your family) spent pr. person on the following
- Groceries (e.g. food, beverages in supermarkets)

Answers	Count	Pct. %
Number of answers	956	
Responded	956	43,9%
Did not respond**	369	16,9%
Did not spend anything	856	39,2%
Number of respondents	2181	100,0%
Asked*	2181	100,0%
Not asked	0	0,0%
Number of participants	2181	100,0%



		Average	Conf.lim +/-	Standard deviation	Median	Number of answers
Total	Total	10.276	1.350	21.270	5.891	956
Gender	Male	12.406	2.834	29.068	6.121	406
	Female	8.701	1.051	12.551	5.405	550
Age	24 years and younger	19.043	9.368	49.902	6.757	111
	25-34 years	10.008	1.255	12.557	6.121	387
	35-44 years	8.438	1.105	7.568	6.121	183
	45-54 years	6.486	1.324	7.660	4.502	131
	55 years and older	9.991	3.569	21.674	4.054	144
Profession	Managerial	9.240	1.484	8.232	6.407	121
	Professional	8.884	1.066	10.010	5.701	341
	Specialized staff	8.086	1.636	9.492	5.324	132
	Clerical/Service	8.306	2.003	6.872	6.121	48
	Student	20.011	9.366	50.593	6.546	115
	Retired/Homemaker	11.889	7.547	30.701	4.018	66
	Other	8.627	1.729	9.553	5.405	120
Household income	Low	9.786	3.872	10.954	4.751	33
	Low average	15.080	7.498	36.981	7.099	96
	Average	10.919	1.726	17.424	6.121	394
	High average	9.165	2.451	22.667	5.224	331
	High	7.663	1.964	8.340	4.865	72
Nationality	American	11.523	6.457	40.752	4.744	155
	German	13.995	4.661	21.295	7.139	83
	French	15.826	8.822	28.117	7.932	41
	Danish	11.518	6.143	21.038	5.455	48
	British	5.826	1.123	7.327	4.751	166
	Norwegian	8.232	1.570	6.649	6.389	71
	Swedish	8.331	3.417	12.033	5.022	50
	Spanish	12.414	3.083	7.347	14.020	24
	Italian	14.376	9.358	10.293	9.502	7
	Dutch	7.084	2.637	8.290	4.759	40
	Other	11.157	1.714	14.306	7.358	270
Market area	Scandinavia	9.310	1.877	13.622	5.455	205
	Britain	6.422	920	7.096	4.751	231
	Central/South-Europe	12.433	2.388	18.424	7.932	231
	North America	11.513	5.524	38.212	5.224	186
	Other	13.855	3.313	16.755	7.932	101
Type of trip	Package tour	4.732	620	3.607	3.801	133
	Individually arranged	12.001	1.828	24.411	6.486	688
	Mix of both	6.887	1.775	10.248	4.751	130
Purpose of visit	Vacation/holiday	8.925	876	12.780	5.324	820
	Conference/meeting	8.806	1.655	6.260	7.932	57
	Study/research	39.827	23.017	76.514	14.594	45
	Visiting friends/relatives	11.599	2.712	12.763	7.500	88
	Business/Employment	10.823	5.743	14.595	6.546	27
	Event in Iceland	9.247	2.358	9.884	6.346	70
	Other	8.865	1.803	7.740	5.992	73

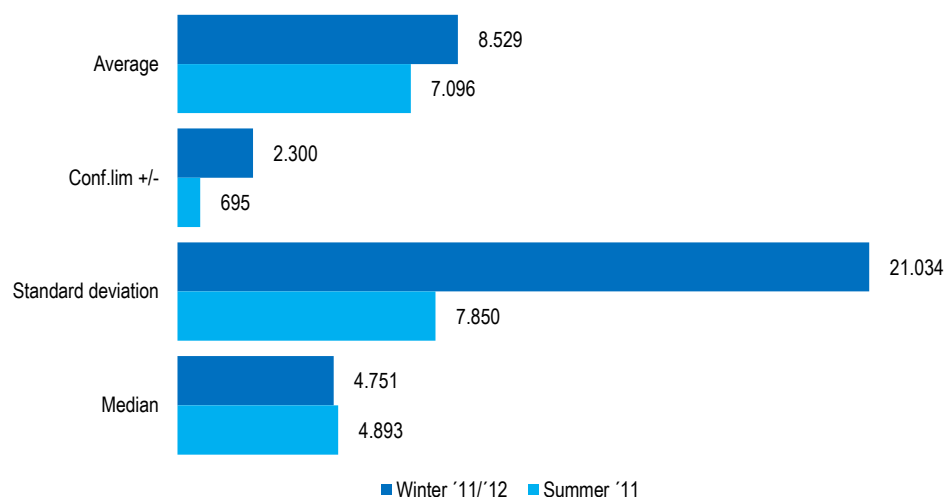
*Individuals asked: Everyone

**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

Converted into Icelandic krona using the exchange rate 01.01.2012 (Sep.-Des.) and 01.06.12 (Jan.-May).

[EX08_6] How much you (and your family) spent pr. person on the following
- Liquor shops

Answers	Count	Pct. %
Number of answers	324	
Responded	324	14,8%
Did not respond**	369	16,9%
Did not spend anything	1489	68,2%
Number of respondents	2181	100,0%
Asked*	2181	100,0%
Not asked	0	0,0%
Number of participants	2181	100,0%



		Average	Conf.lim +/-	Standard deviation	Median	Number of answers
Total	Total	8.529	2.300	21.034	4.751	324
Gender	Male	10.276	4.370	28.138	4.865	162
	Female	6.785	1.475	9.507	4.218	162
Age	24 years and younger	19.501	14.895	50.436	4.793	47
	25-34 years	6.795	1.571	9.266	4.759	136
	35-44 years	5.841	1.202	4.156	4.751	48
	45-54 years	4.635	1.222	3.179	4.081	28
	55 years and older	8.010	2.715	10.892	4.432	64
Profession	Managerial	7.777	2.058	6.002	6.121	35
	Professional	6.673	1.735	9.560	4.502	119
	Specialized staff	5.493	1.132	3.522	4.218	40
	Clerical/Service	3.036	4.424	2.013	4.096	4
	Student	16.251	13.738	48.094	4.759	50
	Retired/Homemaker	6.424	3.151	8.356	3.673	30
	Other	8.547	4.438	14.390	4.502	43
Household income	Low	4.524	2.349	3.609	3.966	12
	Low average	15.658	14.607	48.970	5.119	46
	Average	9.281	2.625	14.474	4.502	119
	High average	6.039	1.477	7.660	4.096	106
	High	6.857	2.707	6.204	6.121	23
Nationality	American	13.429	11.262	43.861	3.673	61
	German	8.463	2.682	9.476	6.453	50
	French	13.244	12.481	13.746	7.932	7
	Danish	3.998	1.488	2.417	3.204	13
	British	4.681	1.145	3.548	3.801	39
	Norwegian	6.820	2.234	4.251	5.119	16
	Swedish	8.731	4.809	12.172	4.502	27
	Spanish	3.437	4.305	1.744	3.437	3
	Italian	2.380	9.745	1.103	2.380	2
	Dutch	4.057	3.715	4.257	2.600	8
	Other	8.187	2.494	12.350	5.000	97
Market area	Scandinavia	7.067	2.040	8.403	4.759	68
	Britain	4.273	760	3.037	3.801	64
	Central/South-Europe	9.597	2.749	12.408	6.522	81
	North America	12.532	8.673	38.826	4.081	79
	Other	7.490	4.238	11.764	5.000	32
Type of trip	Package tour	5.057	1.018	3.637	4.218	51
	Individually arranged	9.556	3.160	24.515	4.751	234
	Mix of both	6.407	1.730	5.146	4.096	36
Purpose of visit	Vacation/holiday	6.668	1.004	8.502	4.502	278
	Conference/meeting	9.045	2.993	6.105	7.932	19
	Study/research	33.181	34.240	73.839	4.018	20
	Visiting friends/relatives	5.743	1.979	6.328	4.759	42
	Business/Employment	13.298	10.069	15.606	7.932	12
	Event in Iceland	5.495	1.615	3.682	5.119	22
	Other	7.872	3.268	7.150	5.891	21

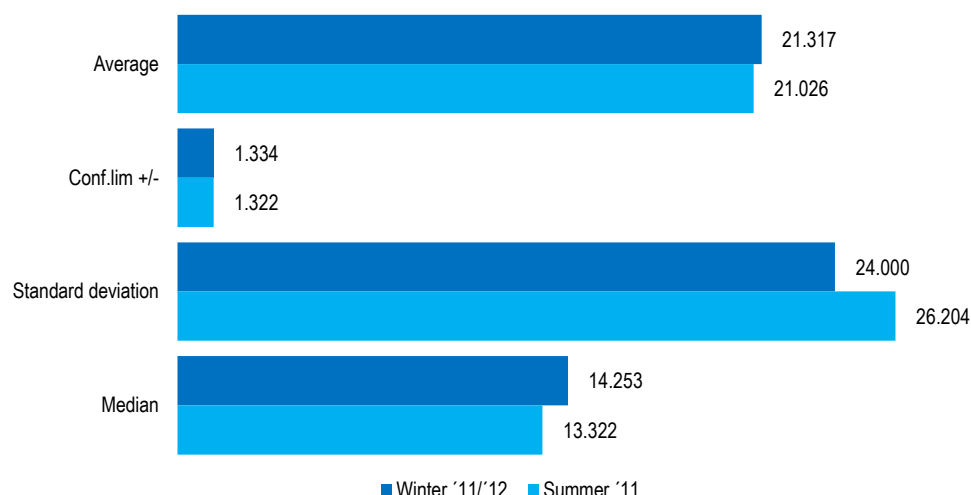
*Individuals asked: Everyone

**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

Converted into Icelandic krona using the exchange rate 01.01.2012 (Sep.-Des.) and 01.06.12 (Jan.-May).

[EX08_7] How much you (and your family) spent pr. person on the following
- Recreation/entertainment (e.g. admission fees, sightseeing, tours)

Answers	Count	Pct. %
Number of answers	1246	
Responded	1246	57,1%
Did not respond**	369	16,9%
Did not spend anything	567	26,0%
Number of respondents	2181	100,0%
Asked*	2181	100,0%
Not asked	0	0,0%
Number of participants	2181	100,0%



		Average	Conf.lim +/-	Standard deviation	Median	Number of answers
Total	Total	21.317	1.334	24.000	14.253	1246
Gender	Male	21.153	2.050	24.630	12.242	557
	Female	21.451	1.758	23.495	15.067	688
Age	24 years and younger	24.904	4.332	24.478	17.729	125
	25-34 years	22.428	2.018	22.774	15.864	492
	35-44 years	23.386	3.507	27.423	15.067	237
	45-54 years	21.531	4.227	27.872	13.297	169
	55 years and older	14.460	2.282	17.246	10.045	222
Profession	Managerial	23.082	4.045	28.056	15.067	187
	Professional	22.856	2.314	25.248	15.067	460
	Specialized staff	19.045	3.355	21.422	11.898	159
	Clerical/Service	19.475	3.825	15.409	16.216	65
	Student	21.835	4.207	23.047	15.067	118
	Retired/Homemaker	12.804	2.457	11.677	8.729	89
	Other	22.228	4.166	26.056	15.067	153
Household income	Low	15.205	4.535	12.667	14.253	32
	Low average	18.966	4.035	20.790	12.242	104
	Average	20.982	1.812	20.653	15.067	502
	High average	22.013	2.570	28.129	13.061	463
	High	22.923	4.778	25.448	13.778	111
Nationality	American	22.719	3.933	27.882	12.242	196
	German	14.957	3.515	16.335	8.108	85
	French	25.114	10.080	39.769	15.635	62
	Danish	17.471	6.025	21.858	9.611	53
	British	20.596	2.193	19.037	15.067	292
	Norwegian	17.904	3.447	16.066	10.648	86
	Swedish	17.869	5.972	23.828	10.045	64
	Spanish	21.964	13.089	26.483	12.556	18
	Italian	16.668	7.250	10.310	15.247	10
	Dutch	20.118	4.713	15.361	16.216	43
Other	24.436	2.777	25.880	16.216	336	
Market area	Scandinavia	17.911	2.435	19.576	10.648	251
	Britain	20.977	1.857	18.820	15.203	397
	Central/South-Europe	19.874	3.027	24.888	14.189	262
	North America	23.550	3.694	28.657	13.061	234
	Other	29.728	6.823	34.288	16.216	99
Type of trip	Package tour	17.887	2.218	16.698	11.402	220
	Individually arranged	21.759	1.718	25.222	14.253	831
	Mix of both	23.495	3.687	25.650	14.690	188
Purpose of visit	Vacation/holiday	21.793	1.423	24.125	15.067	1107
	Conference/meeting	14.502	4.575	21.110	9.490	84
	Study/research	25.860	9.028	32.122	14.278	51
	Visiting friends/relatives	10.911	2.649	11.905	7.139	80
	Business/Employment	20.679	8.128	23.375	10.679	34
	Event in Iceland	14.492	2.293	10.634	10.239	85
	Other	25.662	8.280	36.468	15.864	77

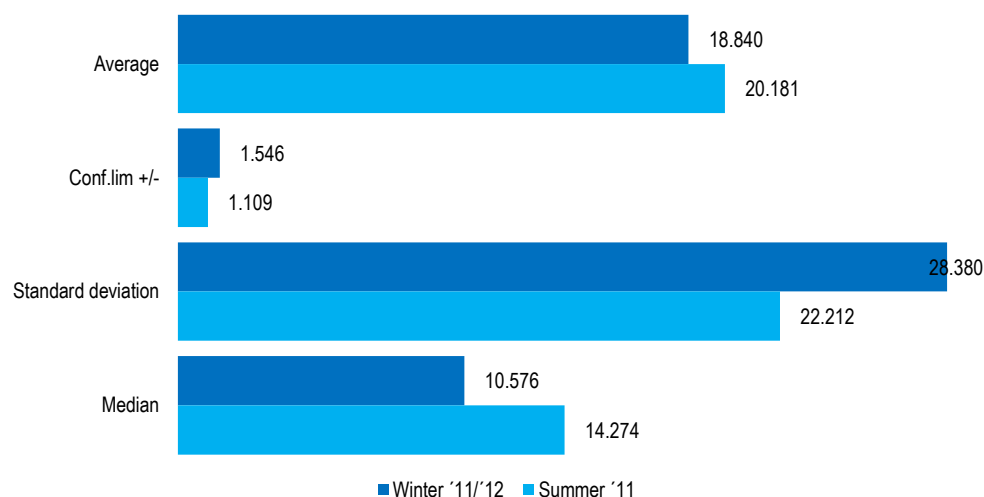
*Individuals asked: Everyone

**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

Converted into Icelandic krona using the exchange rate 01.01.2012 (Sep.-Des.) and 01.06.12 (Jan.-May).

[EX08_8] How much you (and your family) spent pr. person on the following
- Shopping (e.g. clothing, goods, souvenirs)

Answers	Count	Pct. %
Number of answers	1296	
Responded	1296	59,4%
Did not respond**	369	16,9%
Did not spend anything	516	23,6%
Number of respondents	2181	100,0%
Asked*	2181	100,0%
Not asked	0	0,0%
Number of participants	2181	100,0%



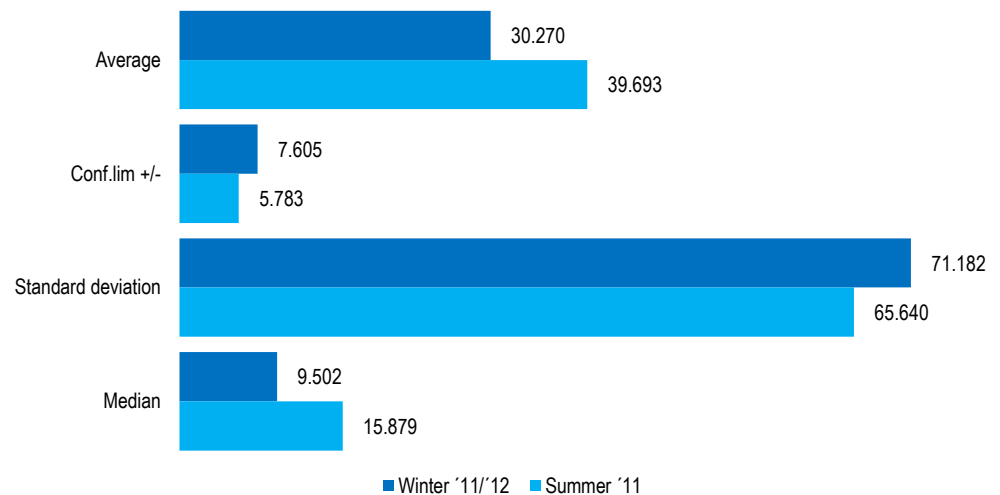
		Average	Conf.lim +/-	Standard deviation	Median	Number of answers
Total	Total	18.840	1.546	28.380	10.576	1296
Gender	Male	18.259	2.812	34.047	10.000	566
	Female	19.290	1.676	23.075	11.983	731
Age	24 years and younger	17.086	3.564	19.605	10.045	119
	25-34 years	19.045	2.712	29.585	10.312	460
	35-44 years	21.118	3.299	26.178	11.983	244
	45-54 years	18.023	2.791	20.689	12.054	214
	55 years and older	17.812	4.400	36.049	10.045	260
Profession	Managerial	19.008	2.662	18.909	12.242	196
	Professional	18.625	2.739	30.004	10.045	463
	Specialized staff	22.460	6.390	42.727	10.312	174
	Clerical/Service	17.728	4.462	19.509	11.351	76
	Student	14.940	2.860	15.929	10.045	122
	Retired/Homemaker	16.078	3.978	19.708	8.729	97
	Other	21.115	4.864	30.269	12.242	151
Household income	Low	24.338	11.501	30.035	16.216	29
	Low average	17.251	4.506	23.886	10.045	110
	Average	20.334	3.185	37.025	10.648	522
	High average	17.130	1.638	18.401	10.239	487
	High	20.462	4.399	23.277	11.819	110
Nationality	American	19.515	3.026	22.379	12.242	213
	German	17.563	3.985	17.722	11.237	78
	French	19.008	5.026	20.337	13.485	65
	Danish	20.473	5.328	22.253	10.249	69
	British	11.036	1.290	10.640	8.108	264
	Norwegian	33.807	10.125	54.403	20.478	113
	Swedish	16.663	3.007	13.496	12.606	80
	Spanish	11.462	5.065	11.196	7.139	21
	Italian	14.679	9.470	12.533	7.932	9
	Dutch	11.216	3.135	10.143	8.108	43
	Other	21.458	3.749	35.162	11.983	340
Market area	Scandinavia	24.156	4.080	36.781	15.864	315
	Britain	11.126	1.227	11.918	8.036	365
	Central/South-Europe	19.001	4.240	34.828	11.898	262
	North America	20.641	2.889	22.793	12.242	242
	Other	24.438	5.311	28.103	12.496	110
Type of trip	Package tour	12.478	1.469	11.525	10.045	239
	Individually arranged	20.437	2.163	32.144	11.898	851
	Mix of both	19.102	3.232	23.074	10.045	198
Purpose of visit	Vacation/holiday	18.477	1.726	29.361	10.045	1115
	Conference/meeting	24.717	4.710	23.663	17.076	99
	Study/research	26.808	9.350	35.649	13.061	58
	Visiting friends/relatives	29.141	11.273	55.821	15.864	97
	Business/Employment	15.153	3.533	12.193	10.000	48
	Event in Iceland	18.782	3.573	16.508	12.242	84
	Other	22.277	6.299	29.407	12.242	86

*Individuals asked: Everyone
**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

Converted into Icelandic krona using the exchange rate 01.01.2012 (Sep.-Des.) and 01.06.12 (Jan.-May).

[EX08_9] How much you (and your family) spent pr. person on the following
- Other

Answers	Count	Pct. %
Number of answers	339	
Responded	339	15,5%
Did not respond**	369	16,9%
Did not spend anything	1473	67,5%
Number of respondents	2181	100,0%
Asked*	2181	100,0%
Not asked	0	0,0%
Number of participants	2181	100,0%



		Average	Conf.lim +/-	Standard deviation	Median	Number of answers
Total	Total	30.270	7.605	71.182	9.502	339
Gender	Male	32.961	11.729	80.934	9.502	185
	Female	27.024	9.141	57.353	8.990	154
Age	24 years and younger	46.823	53.277	147.040	9.004	32
	25-34 years	22.197	6.625	34.476	10.911	106
	35-44 years	39.415	17.945	75.462	9.519	70
	45-54 years	23.937	8.492	30.926	10.239	53
	55 years and older	30.638	17.535	77.227	7.634	77
Profession	Managerial	38.221	24.047	82.704	12.854	48
	Professional	29.934	11.915	63.455	9.502	111
	Specialized staff	22.315	7.599	24.538	14.063	43
	Clerical/Service	21.714	11.424	25.838	10.045	22
	Student	48.848	48.082	141.026	11.351	36
	Retired/Homemaker	19.145	15.353	37.515	6.697	25
Household income	Other	24.826	16.838	56.102	7.932	45
	Low	19.647	15.593	19.204	7.634	8
	Low average	48.877	41.002	131.412	11.351	42
	Average	25.133	6.132	34.679	10.239	125
	High average	32.399	15.191	82.525	6.750	116
Nationality	High	21.357	10.385	27.513	10.911	29
	American	53.563	51.377	150.037	7.837	35
	German	32.638	13.552	41.920	12.692	39
	French	64.195	96.939	155.398	8.778	12
	Danish	28.782	18.970	24.869	30.716	9
	British	19.477	8.005	28.770	7.182	52
	Norwegian	29.847	12.055	38.706	15.358	42
	Swedish	10.898	5.224	12.465	5.497	24
	Spanish	7.517	8.038	9.051	3.013	8
	Italian	6.346			6.346	1
Market area	Dutch	25.020	16.527	26.398	20.227	12
	Other	30.193	12.537	64.310	11.898	104
	Scandinavia	23.897	6.757	31.516	10.239	86
	Britain	18.167	5.576	25.062	7.634	80
	Central/South-Europe	35.717	16.829	83.260	11.105	96
Type of trip	North America	48.629	40.805	134.895	7.837	44
	Other	35.611	21.170	56.177	15.405	30
	Package tour	22.753	23.944	81.602	5.701	47
	Individually arranged	33.077	9.174	73.749	10.911	251
	Mix of both	21.785	9.952	31.624	8.191	41
Purpose of visit	Vacation/holiday	23.663	5.688	48.741	8.108	285
	Conference/meeting	34.408	14.346	40.352	15.864	33
	Study/research	91.822	104.713	199.216	16.216	16
	Visiting friends/relatives	34.252	31.688	92.804	7.092	35
	Business/Employment	13.721	9.847	9.479	10.239	6
	Event in Iceland	15.230	8.942	22.008	6.346	26
	Other	73.483	51.118	121.488	40.179	24

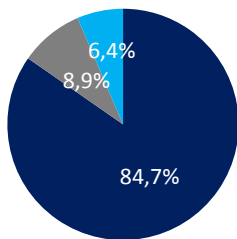
*Individuals asked: Everyone
**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

Converted into Icelandic krona using the exchange rate 01.01.2012 (Sep.-Des.) and 01.06.12 (Jan.-May).

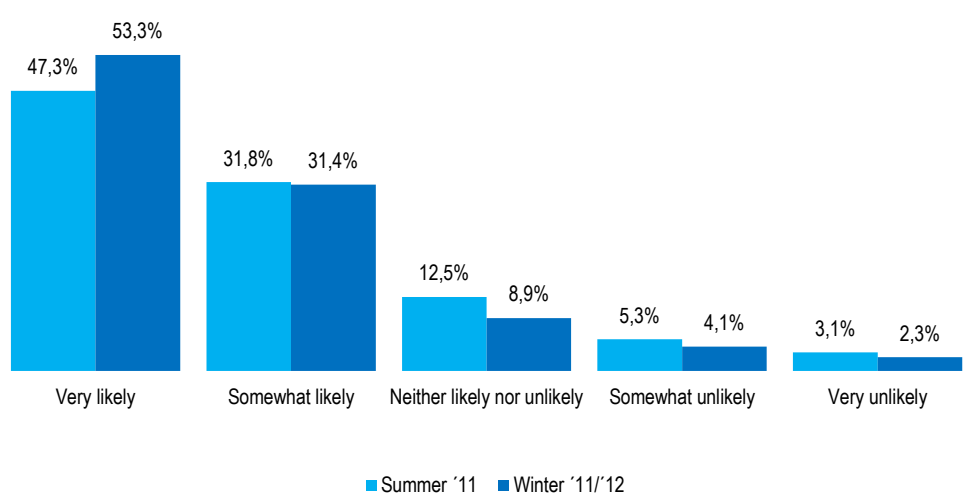
[EP01] How likely or unlikely are you to visit Iceland in the future?

Answers	Count	Pct. %	Conf. lim +/-
Very likely	1144	53,3%	2,1%
Somewhat likely	674	31,4%	2,0%
Neither likely nor unlikely	191	8,9%	1,2%
Somewhat unlikely	88	4,1%	0,8%
Very unlikely	50	2,3%	0,6%
Number of answers	2147	100,0%	
Responded	2147	98,4%	
Did not respond**	34	1,6%	
Number of respondents	2181	100,0%	
Asked*	2181	100,0%	
Not asked	0	0,0%	
Number of participants	2181	100,0%	

Visit Iceland in the future



- Very or somewhat likely
- Neither likely nor unlikely
- Very or somewhat unlikely



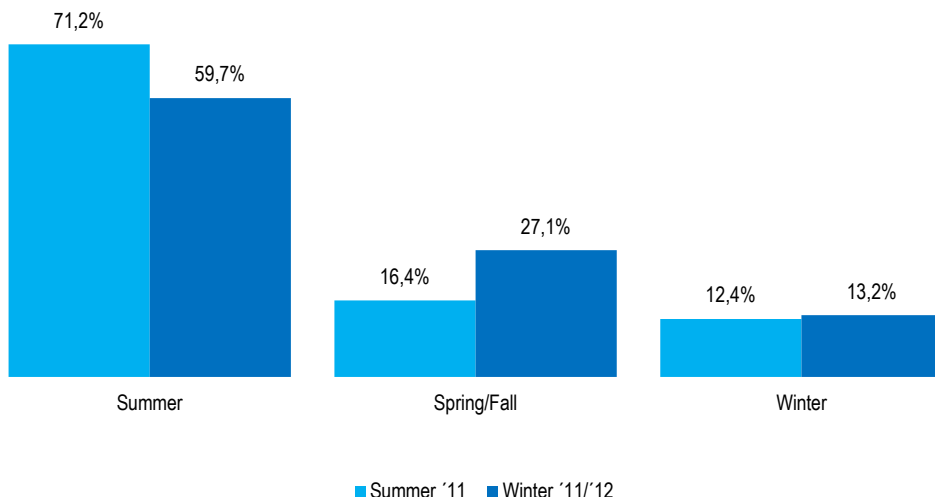
		Very likely	Somewhat likely	Neither likely nor unlikely	Somewhat unlikely	Very unlikely	Number of answers
Total	Total	53,3%	31,4%	8,9%	4,1%	2,3%	2147
Gender	Male	51,7%	33,1%	8,9%	4,0%	2,2%	982
	Female	54,6%	29,9%	8,9%	4,2%	2,4%	1165
Age	24 years and younger	59,6%	30,3%	7,0%	1,2%	1,9%	213
	25-34 years	51,1%	32,8%	9,6%	4,5%	2,0%	737
	35-44 years	57,3%	29,3%	7,1%	4,1%	2,2%	403
	45-54 years	52,6%	31,5%	11,1%	2,9%	1,9%	364
	55 years and older	50,6%	31,5%	8,5%	5,9%	3,4%	430
Profession	Managerial	57,2%	27,8%	8,0%	5,3%	1,7%	320
	Professional	50,8%	34,2%	9,2%	4,2%	1,6%	726
	Specialized staff	50,5%	30,1%	11,9%	4,4%	3,1%	275
	Clerical/Service	53,0%	35,2%	6,8%	3,5%	1,5%	122
	Student	57,4%	29,1%	8,7%	2,5%	2,3%	230
	Retired/Homemaker	48,3%	26,4%	11,9%	6,7%	6,7%	172
	Other	58,1%	32,6%	5,3%	2,3%	1,7%	269
Household income	Low	67,1%	18,6%	10,7%	3,5%		54
	Low average	58,2%	25,2%	9,7%	3,0%	3,9%	182
	Average	54,8%	31,3%	8,6%	3,6%	1,7%	836
	High average	49,6%	35,6%	7,7%	4,6%	2,5%	801
	High	53,8%	26,1%	11,3%	5,4%	3,4%	180
Nationality	American	54,6%	29,2%	8,5%	4,6%	3,1%	316
	German	54,2%	31,8%	8,4%	3,7%	1,9%	150
	French	58,8%	30,4%	7,8%	2,0%	1,0%	106
	Danish	62,4%	27,1%	5,9%	3,5%	1,2%	155
	British	49,7%	34,2%	10,1%	4,6%	1,4%	433
	Norwegian	57,0%	29,0%	10,3%	2,8%	0,9%	196
	Swedish	59,6%	33,3%	4,0%	2,0%	1,0%	134
	Spanish	61,9%	33,3%	4,8%			32
	Italian	33,3%	33,3%	23,8%	4,8%	4,8%	22
	Dutch	45,9%	34,8%	11,1%	5,9%	2,2%	76
	Other	49,7%	31,6%	9,6%	5,1%	4,0%	525
Market area	Scandinavia	60,8%	29,4%	6,7%	2,5%	0,7%	565
	Britain	48,2%	34,3%	10,1%	5,1%	2,3%	571
	Central/South-Europe	52,1%	32,6%	9,5%	3,7%	2,0%	454
	North America	51,9%	31,3%	9,5%	4,5%	2,8%	373
	Other	50,7%	26,6%	9,8%	6,3%	6,6%	178
Type of trip	Package tour	44,7%	36,3%	10,9%	5,2%	3,0%	375
	Individually arranged	56,0%	30,6%	7,5%	3,7%	2,3%	1446
	Mix of both	50,8%	29,9%	12,7%	4,9%	1,7%	312
Purpose of visit	Vacation/holiday	52,7%	31,7%	8,9%	4,3%	2,3%	1778
	Conference/meeting	50,4%	35,6%	6,2%	4,8%	3,0%	211
	Study/research	61,4%	26,0%	8,6%	1,3%	2,7%	94
	Visiting friends/relatives	73,1%	18,9%	6,6%	1,3%		140
	Business/Employment	73,3%	16,3%	8,1%	2,2%		97
	Event in Iceland	70,2%	20,5%	6,2%	2,0%	1,0%	138
	Other	60,3%	24,6%	12,2%	1,6%	1,2%	149

*Individuals asked: Everyone

**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[EP02] At what time of year is it likely that you will visit Iceland in the future?

Answers	Count	Pct. %	Conf. lim +/-
Summer	1138	59,7%	2,2%
Spring/Fall	517	27,1%	2,0%
Winter	252	13,2%	1,5%
Number of answers	1907	100,0%	
Responded	1907	87,5%	
Did not respond**	274	12,5%	
Number of respondents	2181	100,0%	
Asked*	2181	100,0%	
Not asked	0	0,0%	
Number of participants	2181	100,0%	



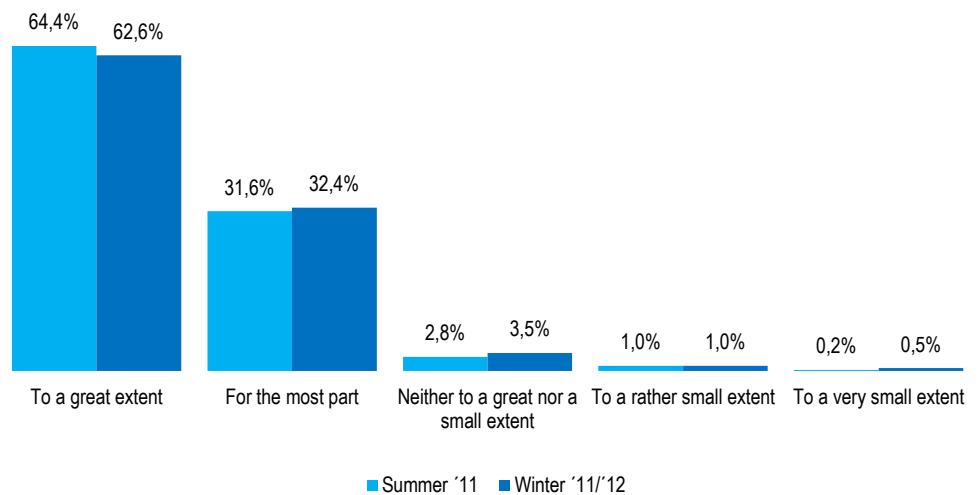
		Summer	Spring/Fall	Winter	Number of answers
Total	Total	59,7%	27,1%	13,2%	1907
Gender	Male	59,1%	27,1%	13,8%	877
	Female	60,1%	27,1%	12,7%	1030
Age	24 years and younger	66,6%	20,8%	12,6%	181
	25-34 years	58,8%	25,8%	15,4%	644
	35-44 years	61,0%	25,8%	13,2%	359
	45-54 years	64,0%	24,3%	11,7%	323
	55 years and older	53,3%	35,6%	11,2%	400
Profession	Managerial	58,5%	30,3%	11,2%	295
	Professional	61,1%	24,2%	14,7%	640
	Specialized staff	62,0%	26,2%	11,8%	238
	Clerical/Service	54,1%	27,2%	18,7%	110
	Student	66,7%	20,2%	13,1%	194
	Retired/Homemaker	52,4%	36,4%	11,2%	156
	Other	57,1%	30,5%	12,4%	246
Household income	Low	71,0%	14,2%	14,8%	46
	Low average	59,3%	25,9%	14,8%	152
	Average	57,8%	26,9%	15,3%	751
	High average	60,9%	28,5%	10,6%	714
	High	57,8%	30,9%	11,3%	165
Nationality	American	54,1%	35,8%	10,0%	278
	German	68,1%	26,6%	5,3%	132
	French	62,6%	20,9%	16,5%	94
	Danish	72,2%	26,4%	1,4%	132
	British	49,4%	22,7%	27,8%	378
	Norwegian	76,8%	16,8%	6,3%	174
	Swedish	62,8%	34,0%	3,2%	127
	Spanish	47,4%	36,8%	15,8%	29
	Italian	70,6%	17,6%	11,8%	18
	Dutch	56,0%	36,8%	7,2%	70
Other	58,4%	27,3%	14,3%	474	
Market area	Scandinavia	68,5%	26,0%	5,5%	508
	Britain	53,0%	21,4%	25,7%	504
	Central/South-Europe	61,8%	28,0%	10,2%	407
	North America	54,1%	36,3%	9,7%	327
	Other	58,4%	28,4%	13,2%	156
Type of trip	Package tour	60,7%	22,5%	16,8%	322
	Individually arranged	60,8%	28,0%	11,2%	1292
	Mix of both	52,9%	28,5%	18,6%	282
Purpose of visit	Vacation/holiday	58,6%	27,3%	14,0%	1583
	Conference/meeting	66,9%	24,0%	9,1%	190
	Study/research	73,3%	20,9%	5,8%	84
	Visiting friends/relatives	65,0%	20,4%	14,5%	127
	Business/Employment	64,4%	26,7%	8,9%	87
	Event in Iceland	48,9%	38,0%	13,0%	123
	Other	52,4%	31,8%	15,8%	134

*Individuals asked: Everyone

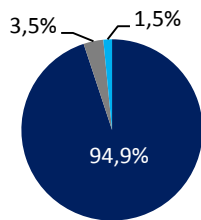
**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[EP03] On the whole, did your recent trip meet your expectations to a greater or a lesser extent?

Answers	Count	Pct. %	Conf. lim +/-
To a great extent	1357	62,6%	2,0%
For the most part	702	32,4%	2,0%
Neither to a great nor a small extent	77	3,5%	0,8%
To a rather small extent	22	1,0%	0,4%
To a very small extent	11	0,5%	0,3%
Number of answers	2169	100,0%	
Responded	2169	99,5%	
Did not respond**	12	0,5%	
Number of respondents	2181	100,0%	
Asked*	2181	100,0%	
Not asked	0	0,0%	
Number of participants	2181	100,0%	



Trip meet expectations



- To a great extent/For the most part
- Neither to a great nor a small extent
- To a very small extent/To a rather small extent

		To a great extent	For the most part	Neither to a great nor a small extent	To a rather small extent	To a very small extent	Number of answers
Total	Total	62,6%	32,4%	3,5%	1,0%	0,5%	2169
Gender	Male	60,2%	34,6%	3,8%	1,1%	0,3%	991
	Female	64,5%	30,5%	3,3%	0,9%	0,7%	1179
Age	24 years and younger	57,4%	37,0%	3,8%	1,5%	0,3%	212
	25-34 years	57,9%	37,7%	3,4%	0,7%	0,3%	743
	35-44 years	65,4%	27,7%	4,1%	1,4%	1,4%	405
	45-54 years	65,0%	29,2%	4,5%	0,8%	0,5%	367
	55 years and older	68,1%	28,1%	2,4%	1,1%	0,3%	442
Profession	Managerial	63,9%	31,6%	3,3%	0,7%	0,6%	323
	Professional	62,4%	33,6%	2,7%	0,8%	0,5%	728
	Specialized staff	61,0%	34,8%	2,0%	0,4%	1,8%	281
	Clerical/Service	64,4%	29,3%	5,7%	0,6%		128
	Student	54,9%	38,9%	4,5%	1,4%	0,3%	228
	Retired/Homemaker	66,0%	28,8%	3,2%	2,0%		178
	Other	68,3%	24,8%	5,3%	1,3%	0,2%	271
Household income	Low	59,5%	34,4%	4,8%	1,2%		54
	Low average	66,4%	29,8%	2,5%	1,0%	0,4%	183
	Average	60,8%	33,3%	4,0%	1,3%	0,6%	857
	High average	63,9%	31,5%	3,3%	0,9%	0,4%	802
	High	68,7%	27,7%	2,6%	0,3%	0,7%	180
Nationality	American	70,8%	26,5%	1,5%	1,1%		321
	German	59,8%	30,8%	8,4%		0,9%	150
	French	67,6%	28,4%	2,9%	1,0%		106
	Danish	57,6%	41,2%	1,2%			155
	British	67,2%	28,7%	2,1%	1,5%	0,6%	437
	Norwegian	63,6%	28,0%	3,7%	2,8%	1,9%	196
	Swedish	65,3%	27,7%	6,9%			137
	Spanish	57,1%	42,9%				32
	Italian	45,5%	45,5%	9,1%			23
	Dutch	54,3%	40,0%	4,3%	1,4%		79
	Other	56,4%	38,0%	4,1%	0,7%	0,7%	532
Market area	Scandinavia	60,8%	33,7%	3,6%	1,1%	0,8%	569
	Britain	66,5%	29,3%	2,4%	1,2%	0,6%	577
	Central/South-Europe	57,3%	36,2%	5,5%	0,7%	0,3%	460
	North America	71,6%	25,9%	1,2%	1,2%	0,2%	378
	Other	50,7%	41,0%	7,0%	0,7%	0,7%	180
Type of trip	Package tour	61,7%	32,2%	4,4%	1,1%	0,7%	381
	Individually arranged	61,9%	33,2%	3,4%	1,1%	0,4%	1459
	Mix of both	66,2%	29,0%	3,2%	0,6%	1,0%	317
Purpose of visit	Vacation/holiday	64,2%	31,4%	2,8%	1,1%	0,5%	1796
	Conference/meeting	55,3%	36,6%	6,6%	0,9%	0,6%	215
	Study/research	61,0%	31,0%	6,6%		1,3%	95
	Visiting friends/relatives	70,0%	26,2%	2,6%		1,3%	146
	Business/Employment	48,4%	48,9%	2,7%			95
	Event in Iceland	71,9%	21,5%	4,0%	1,7%	0,8%	143
	Other	67,1%	26,0%	5,4%	1,1%	0,4%	151

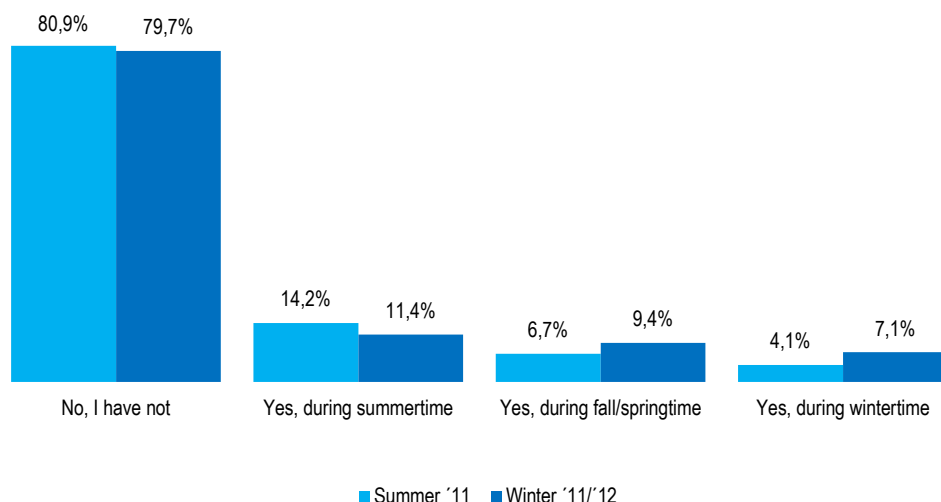
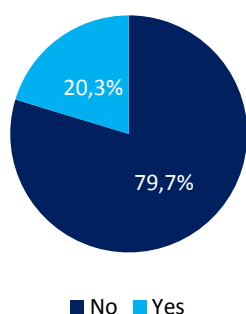
*Individuals asked: Everyone

**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[EP04] Had you been to Iceland before your last visit?

Answers	Count	Pct. %	Conf. lim +/-
No, I have not	1735	79,7%	1,7%
Yes, during summertime	248	11,4%	1,3%
Yes, during fall/springtime	204	9,4%	1,2%
Yes, during wintertime	155	7,1%	1,1%
Number of answers	2177		
Responded	2177	99,8%	
Did not respond**	4	0,2%	
Number of respondents	2181	100,0%	
Asked*	2181	100,0%	
Not asked	0	0,0%	
Number of participants	2181	100,0%	

Been to Iceland before



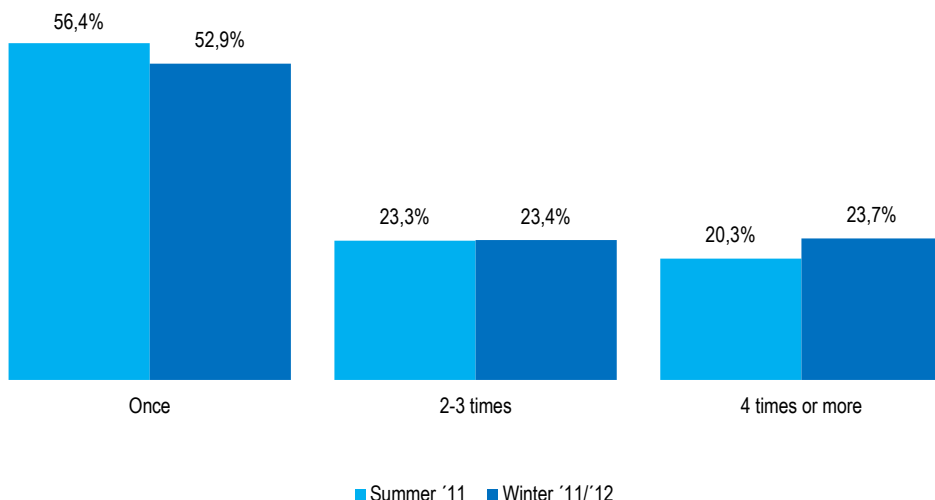
		No, I have not	Yes, during summertime	Yes, during fall/springtime	Yes, during wintertime	Number of answers
Total	Total	79,7%	11,4%	9,4%	7,1%	2177
Gender	Male	76,0%	12,5%	11,5%	9,4%	995
	Female	82,8%	10,5%	7,5%	5,2%	1183
Age	24 years and younger	84,8%	8,2%	6,0%	6,2%	214
	25-34 years	85,6%	8,0%	7,4%	5,4%	743
	35-44 years	77,2%	12,1%	9,1%	7,8%	408
	45-54 years	72,7%	14,7%	13,1%	8,7%	370
	55 years and older	75,5%	15,3%	11,4%	8,4%	442
Profession	Managerial	75,5%	11,4%	12,4%	9,3%	323
	Professional	81,1%	10,4%	7,6%	7,7%	732
	Specialized staff	78,9%	12,6%	10,8%	5,8%	281
	Clerical/Service	81,1%	12,6%	10,1%	9,3%	128
	Student	84,0%	10,0%	6,8%	5,1%	230
	Retired/Homemaker	76,8%	13,3%	11,3%	6,0%	178
	Other	78,6%	12,0%	10,5%	6,8%	272
	Household income	Low	64,1%	21,1%	15,2%	6,5%
Low average		84,5%	7,0%	8,2%	2,1%	185
Average		83,6%	9,5%	7,1%	7,0%	857
High average		76,1%	12,7%	11,7%	8,2%	808
High		76,2%	16,2%	11,3%	10,4%	180
Nationality	American	86,0%	5,3%	6,8%	5,3%	321
	German	84,3%	12,0%	1,9%	4,6%	151
	French	76,5%	15,7%	11,8%	12,7%	106
	Danish	51,2%	32,6%	25,6%	15,1%	157
	British	86,3%	6,4%	5,5%	6,1%	437
	Norwegian	63,9%	18,5%	17,6%	10,2%	197
	Swedish	74,3%	14,9%	12,9%	7,9%	137
	Spanish	90,5%	4,8%	4,8%		32
	Italian	77,3%	9,1%	9,1%	13,6%	23
	Dutch	83,7%	13,5%	6,4%	4,3%	79
	Other	84,3%	8,6%	7,7%	5,6%	535
Market area	Scandinavia	63,4%	21,8%	18,3%	12,1%	573
	Britain	86,9%	5,8%	5,2%	5,3%	576
	Central/South-Europe	81,2%	12,7%	7,0%	7,3%	462
	North America	87,9%	4,7%	6,9%	3,1%	377
	Other	88,4%	6,1%	4,8%	5,5%	187
Type of trip	Package tour	88,1%	6,9%	3,5%	4,2%	381
	Individually arranged	75,8%	13,8%	11,4%	8,4%	1465
	Mix of both	87,4%	5,9%	6,7%	4,8%	316
Purpose of visit	Vacation/holiday	83,7%	8,9%	7,3%	5,2%	1799
	Conference/meeting	61,8%	21,9%	21,1%	14,3%	217
	Study/research	68,2%	16,4%	17,5%	16,4%	97
	Visiting friends/relatives	45,1%	41,7%	23,1%	17,9%	146
	Business/Employment	50,8%	32,3%	22,4%	21,5%	98
	Event in Iceland	66,2%	18,8%	22,6%	12,4%	143
	Other	68,3%	19,6%	15,9%	9,4%	152

*Individuals asked: Everyone

**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[EP05] How many times had you visited Iceland before your last visit?

Answers	Count	Pct. %	Conf. lim +/-
Once	230	52,9%	4,7%
2-3 times	102	23,4%	4,0%
4 times or more	103	23,7%	4,0%
Number of answers	434	100,0%	
Responded	434	98,2%	
Did not respond**	8	1,8%	
Number of respondents	442	100,0%	
Asked*	442	20,3%	
Not asked	1739	79,7%	
Number of participants	2181	100,0%	



		Once	2-3 times	4 times or more	Number of answers
Total	Total	52,9%	23,4%	23,7%	434
Gender	Male	46,2%	25,9%	28,0%	236
	Female	61,0%	20,4%	18,6%	198
Age	24 years and younger	59,8%	34,2%	6,0%	30
	25-34 years	56,4%	25,5%	18,0%	103
	35-44 years	48,5%	32,5%	18,9%	92
	45-54 years	53,8%	20,3%	25,9%	100
	55 years and older	50,6%	13,5%	35,9%	108
Profession	Managerial	50,9%	23,9%	25,2%	79
	Professional	53,7%	24,0%	22,3%	135
	Specialized staff	59,7%	15,7%	24,6%	59
	Clerical/Service	38,3%	31,4%	30,3%	24
	Student	63,9%	27,1%	8,9%	36
	Retired/Homemaker	53,3%	22,5%	24,2%	41
Household income	Low	47,5%	27,3%	25,1%	20
	Low average	74,2%	21,1%	4,7%	29
	Average	51,5%	22,8%	25,7%	138
	High average	55,4%	23,3%	21,3%	190
	High	35,6%	18,3%	46,1%	42
Nationality	American	66,7%	25,0%	8,3%	44
	German	47,1%	47,1%	5,9%	24
	French	43,5%	21,7%	34,8%	24
	Danish	31,0%	23,8%	45,2%	77
	British	59,8%	19,6%	20,6%	59
	Norwegian	71,1%	13,2%	15,8%	69
	Swedish	42,3%	26,9%	30,8%	35
	Spanish	100,0%			3
	Italian	60,0%	20,0%	20,0%	5
	Dutch	65,2%	4,3%	30,4%	13
Market area	Other	50,9%	29,7%	19,4%	82
	Scandinavia	46,5%	22,1%	31,4%	208
	Britain	65,8%	15,2%	19,0%	73
	Central/South-Europe	49,5%	30,9%	19,6%	86
	North America	63,2%	29,5%	7,2%	44
Type of trip	Other	56,3%	25,0%	18,8%	20
	Package tour	71,3%	20,6%	8,1%	45
	Individually arranged	49,2%	24,3%	26,5%	349
Purpose of visit	Mix of both	65,9%	18,8%	15,4%	39
	Vacation/holiday	58,3%	23,4%	18,3%	289
	Conference/meeting	42,8%	24,9%	32,3%	82
	Study/research	53,5%	17,9%	28,6%	31
	Visiting friends/relatives	37,4%	27,0%	35,6%	80
	Business/Employment	34,0%	27,0%	38,9%	47
	Event in Iceland	31,5%	35,1%	33,3%	48
Other	42,2%	23,0%	34,8%	44	

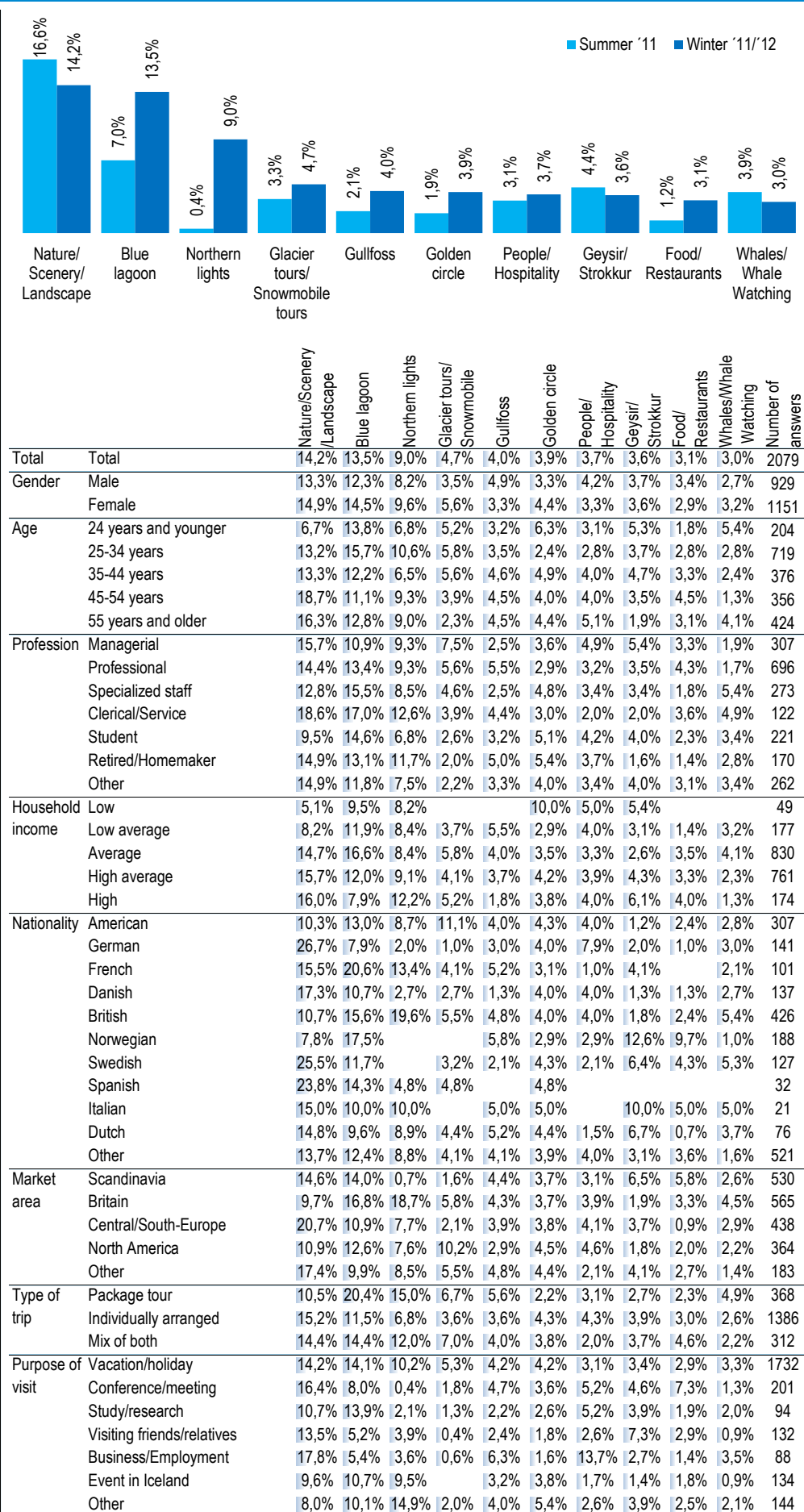
*Individuals asked: Everyone that had been to Iceland before [EP04]

**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[EP06] What were the three most memorable experiences of your visit to Iceland? (open question)

First mentioned - top 10

Answers	Count	Pct.	Conf. lim +/-
Náttúra/Landslag	294	14,2%	1,5%
Bláa lónið	281	13,5%	1,5%
Norðurljós	187	9,0%	1,2%
Jöklaferðir/ Snjósleðaferðir	97	4,7%	0,9%
Gullfoss	84	4,0%	0,8%
Gullni hringurinn	82	3,9%	0,8%
Fólkíð/Gestrismi	77	3,7%	0,8%
Geysir/Strokkur	76	3,6%	0,8%
Matur/veitingastaðir	65	3,1%	0,7%
Hvalir/Hvalaskoðun	62	3,0%	0,7%
Hveirir/Jarðhiti	61	3,0%	0,7%
Viðburðir (t.d. hátíðir, tónleikar)	53	2,5%	0,7%
Hestar/Hestaferðir	52	2,5%	0,7%
Fossar	47	2,2%	0,6%
Jökullónn/Ísjakar	45	2,2%	0,6%
Reykjavík	43	2,1%	0,6%
Ferðir (rútu-, bíl-, jeppaferðir)	37	1,8%	0,6%
Þingvellir	37	1,8%	0,6%
Persónulegt/ Vinnutengt	31	1,5%	0,5%
Sund/Sundlaugar	29	1,4%	0,5%
Vinir/Ættingjar	28	1,4%	0,5%
Afþreying/Margt að gera og sjá	26	1,3%	0,5%
Veðnið/Loftslagið	25	1,2%	0,5%
Náttúruböð/ Heilsulindir	24	1,2%	0,5%
Harpan	23	1,1%	0,4%
Eldfjöll/Eldfjallasvæði	20	1,0%	0,4%
Jöklar	20	1,0%	0,4%
Ferðast um	18	0,9%	0,4%
Ganga/Fjallganga	16	0,8%	0,4%
Vestfirðir	16	0,7%	0,4%
Hraun/Jarðfræði	14	0,7%	0,3%
Jól/Áramót	12	0,6%	0,3%
Menning/Saga	12	0,6%	0,3%
Hreint loft/Hreinleiki landsins	12	0,6%	0,3%
Gisting	12	0,6%	0,3%
Söfn/Sýningar	11	0,6%	0,3%
Næturlíf/Barir	11	0,5%	0,3%
Snæfellsjökull/ Snæfellsnes	11	0,5%	0,3%
Fjöll	11	0,5%	0,3%
Mývatn	10	0,5%	0,3%
Þjónusta við ferðamenn/Flugvöllur	9	0,5%	0,3%
Landmannalaugar	9	0,4%	0,3%
Other***	150	7,2%	1,1%
Number of answers	2079		
Responded	2079	95,3%	
Did not respond**	102	4,7%	
Number of respondents	2181	100,0%	
Asked*	2181	100,0%	
Not asked	0	0,0%	
Number of participants	2181	100,0%	



*Individuals asked: Everyone

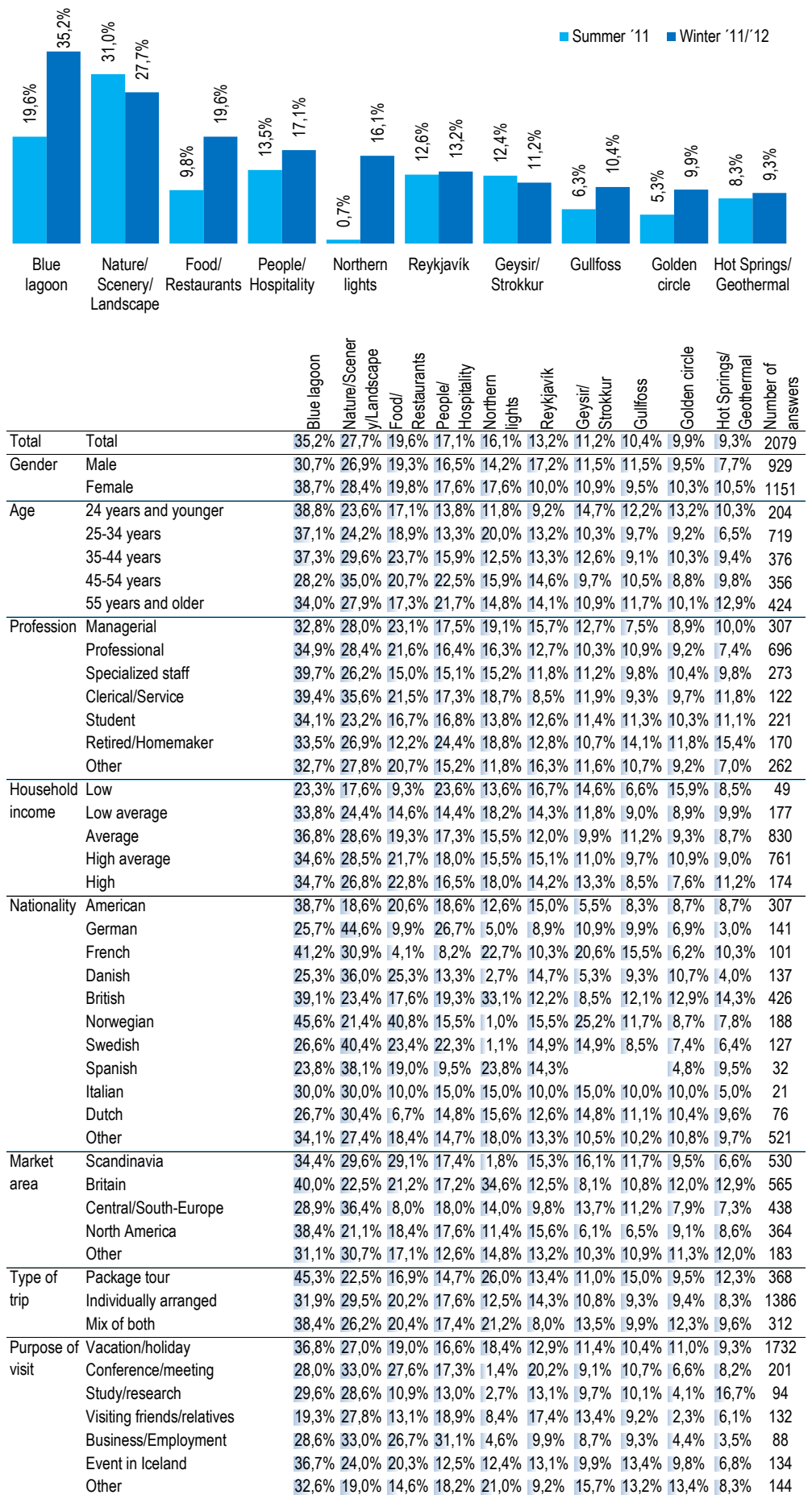
**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

*** See analysis of those answers on page C23.

[EP06] What were the three most memorable experiences of your visit to Iceland? (open question)

All mentioned - top 10

Answers	Count	Pct. %	Conf. lim +/-
Bláa lónið	731	35,2%	2,1%
Náttúra/Landslag	576	27,7%	1,9%
Matur/veitingastaðir	407	19,6%	1,7%
Fólkið/Gestrisni	356	17,1%	1,6%
Norðurljós	334	16,1%	1,6%
Reykjavík	275	13,2%	1,5%
Geysir/Strokkur	232	11,2%	1,4%
Gullfoss	216	10,4%	1,3%
Gullni hringurinn	206	9,9%	1,3%
Hverir/Jarðhiti	193	9,3%	1,2%
Jöklaferðir/Snjósleðaferðir	187	9,0%	1,2%
Fossar	159	7,7%	1,1%
Hvalir/Hvalaskoðun	134	6,5%	1,1%
Hestar/Hestaferðir	132	6,4%	1,0%
Veðrið/Loftslagið	114	5,5%	1,0%
Þingvellir	102	4,9%	0,9%
Viðburðir (t.d. hátíðir, tónleikar)	95	4,6%	0,9%
Náttúruböð/Heilsulindir	90	4,3%	0,9%
Ferðir (rútu-, bíl-, jeppaferðir)	89	4,3%	0,9%
Menning/Saga	85	4,1%	0,8%
Jökullón/Ísjakar	84	4,1%	0,8%
Sund/Sundlaugar	83	4,0%	0,8%
Jöklar	80	3,9%	0,8%
Afpreyning/Margt að gera og sjá	78	3,8%	0,8%
Harpan	68	3,3%	0,8%
Eldfjöll/Eldfjallasvæði	59	2,8%	0,7%
Ferðast um	59	2,8%	0,7%
Ganga/Fjallganga	53	2,6%	0,7%
Þjónusta við ferðamenn/Flugvöllur	52	2,5%	0,7%
Gisting	52	2,5%	0,7%
Persónulegt/Vinnutengt	51	2,5%	0,7%
Hraun/Jarðfræði	51	2,4%	0,7%
Næturlíf/Barir	50	2,4%	0,7%
Vinir/Ættingjar	46	2,2%	0,6%
Söfn/Sýningar	44	2,1%	0,6%
Mývatn	41	2,0%	0,6%
Kirkjur	40	1,9%	0,6%
Snæfellsjökull/Snæfellsnes	37	1,8%	0,6%
Suðurland/ Suður ströndin	35	1,7%	0,6%
Hreint loft/ Hreinleiki landsins	35	1,7%	0,5%
Sólarlag/Sólarupprás/Dagsbirta/Þjartar nætur	33	1,6%	0,5%
Verslun/Vörur/Tíska	32	1,5%	0,5%
Other***	568	27,3%	1,9%
Number of answers	2079		
Responded	2079	95,3%	
Did not respond**	102	4,7%	
Number of respondents	2181	100,0%	
Asked*	2181	100,0%	
Not asked	0	0,0%	
Number of participants	2181	100,0%	



*Individuals asked: Everyone

**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

*** See analyse of those answers on page C23.

[EP06] What were the three most memorable experiences of your visit to Iceland? (open question)

Further analysis of responses



First mentioned - top 10

Breakdown of the category Other/Unspecified on page C21

Answers	Count	Pct. %	Conf. lim +/-
Suðurland/Suður ströndin	9	0,4%	14,5%
Sólarlag/Sólarupprás/Dagsbirta/Bjartar nætur	9	0,4%	14,1%
Vík/Dyrhólaey/Ströndin	8	0,4%	13,9%
Kirkjur	7	0,3%	13,0%
Gönguleið, Landmannalaugar-Þórsmörk/Skógar	7	0,3%	12,6%
Vestmannaeyjar	7	0,3%	12,6%
Norðurland	7	0,3%	12,3%
Andrúmsloftið	6	0,3%	11,6%
Afslappað/Kyrrð og ró	5	0,3%	11,3%
Skógar/Skógarfoss	5	0,3%	11,1%
Svartir sandar/Svartar strendur	5	0,3%	11,0%
Vesturland	5	0,2%	10,5%
Þjóðminjasafnið	5	0,2%	10,4%
Lundar	4	0,2%	10,1%
Þjóðgarðar	4	0,2%	9,3%
Flugferðir/Útsýnisflug	4	0,2%	9,2%
Verslun/Vörur/Tiska	3	0,2%	8,8%
Þórsmörk	3	0,1%	8,5%
Dýrlífa/Jurtaríki - annað	3	0,1%	8,5%
Náttúruböðin á Mývatni	3	0,1%	8,4%
Hálendið/Kjölur	3	0,1%	8,3%
Verðlag/Kostnaður	3	0,1%	8,2%
Laki/Lakagígar	2	0,1%	7,6%
Krafla/Leirhnjúkur/Námajfall	2	0,1%	7,1%
Austurland/Austfirðir	2	0,1%	6,9%
Kerlingarfjöll	1	0,1%	5,4%
Reykjanes	1	0,1%	5,3%
Bátsfeðrir	1	0,1%	5,3%
Arkitektúr	1	0,1%	5,2%
Skaftafell	1	0,1%	5,1%
Dreifð byggð/Einvera	1	0,1%	5,1%
Fuglar/Fuglalíf	1	0,1%	5,1%
Dettifoss/Ásbyrgi/Jökulsárgljúfur	1	0,1%	5,1%
Askja/Víti	1	0,1%	5,1%
Vegir	1	0,1%	5,1%
Hveragerði	1	0,1%	5,1%
Öruggt	1	0,1%	5,0%
Akureyri	1	0,1%	5,0%
Tjaldsvæði	1	0,1%	5,0%
Other	16	0,8%	19,3%
Number of answers	2079		
Responded	2079	95,3%	
Did not respond**	102	4,7%	
Number of respondents	2181	100,0%	
Asked*	2181	100,0%	
Not asked	0	0,0%	
Number of participants	2181	100,0%	

All mentioned - top 10

Breakdown of the category Other/Unspecified on page C22

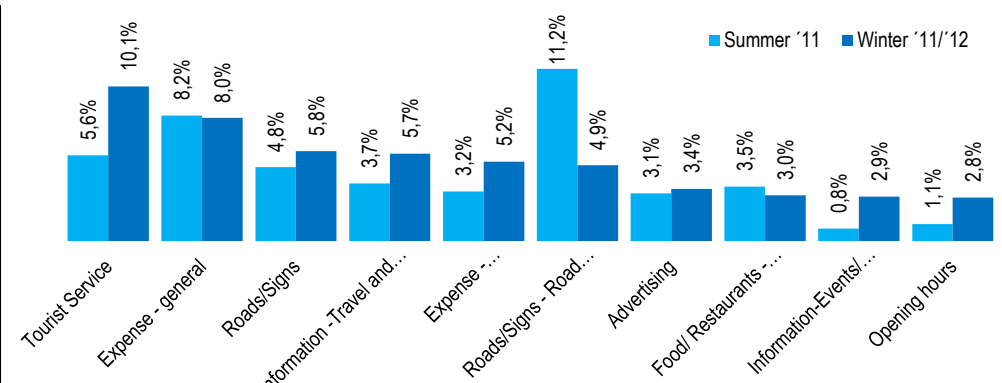
Answers	Count	Pct. %	Conf. lim +/-
Vestfirðir	29	1,4%	0,5%
Jói/Áramót	28	1,3%	0,5%
Andrúmsloftið	27	1,3%	0,5%
Vík/Dyrhólaey/Ströndin	25	1,2%	0,5%
Afslappað/Kyrrð og ró	25	1,2%	0,5%
Verðlag/Kostnaður	18	0,9%	0,4%
Arkitektúr	17	0,8%	0,4%
Vestmannaeyjar	17	0,8%	0,4%
Fjöll	16	0,8%	0,4%
Skógar/Skógarfoss	16	0,8%	0,4%
Norðurland	15	0,7%	0,4%
Landmannalaugar	15	0,7%	0,4%
Þjóðminjasafnið	14	0,7%	0,3%
Vegir	14	0,7%	0,3%
Fuglar/Fuglalíf	14	0,7%	0,3%
Náttúruböðin á Mývatni	12	0,6%	0,3%
Svartir sandar/Svartar strendur	12	0,6%	0,3%
Skaftafell	11	0,5%	0,3%
Lundar	11	0,5%	0,3%
Dreifð byggð/Einvera	11	0,5%	0,3%
Reykjanes	11	0,5%	0,3%
Vesturland	10	0,5%	0,3%
Öruggt	10	0,5%	0,3%
Hálendið/Kjölur	10	0,5%	0,3%
Austurland/Austfirðir	9	0,5%	0,3%
Flugferðir/Útsýnisflug	8	0,4%	0,3%
Dýrlífa/Jurtaríki - annað	8	0,4%	0,3%
Þjóðgarðar	7	0,4%	0,3%
Vatnajökull	7	0,3%	0,2%
Gönguleið, Landmannalaugar-Þórsmörk/Skógar	7	0,3%	0,2%
Þórsmörk	6	0,3%	0,2%
Bátsfeðrir	6	0,3%	0,2%
Akureyri	6	0,3%	0,2%
Dettifoss/Ásbyrgi/Jökulsárgljúfur	5	0,3%	0,2%
Menningamótt/Gay pride	5	0,2%	0,2%
Hjólreiðar	4	0,2%	0,2%
Laki/Lakagígar	4	0,2%	0,2%
Askja/Víti	3	0,2%	0,2%
Krafla/Leirhnjúkur/Námajfall	3	0,2%	0,2%
Eyjafjallajökull/Fimmvörðuháls	3	0,2%	0,2%
Kerlingarfjöll	2	0,1%	0,1%
Tjaldsvæði	2	0,1%	0,1%
Húsavík	1	0,1%	0,1%
Maráþon	1	0,1%	0,1%
Hveragerði	1	0,1%	0,1%
Other	83	4,0%	0,8%
Number of answers	2079		
Responded	2079	95,3%	
Did not respond**	102	4,7%	
Number of respondents	2181	100,0%	
Asked*	2181	100,0%	
Not asked	0	0,0%	
Number of participants	2181	100,0%	

[EP07] In your opinion, what three factors should be improved by the Icelandic Tourist Industry? (open question)



First mentioned - top 10

Answers	Count	Pct.%	Conf.lim +/-
Ferðapjónusta	125	10,1%	1,7%
Verðlag almennt	99	8,0%	1,5%
Vegaskilti	72	5,8%	1,3%
Upplýsingar til ferðamanna	71	5,7%	1,3%
Verð á mat/ veitingahúsum	64	5,2%	1,2%
Vegakerfið	61	4,9%	1,2%
Auglýsingar	42	3,4%	1,0%
Þjónusta og fjölbreytni á mat/ veitingahúsum	37	3,0%	0,9%
Upplýsingar um afþreyingu og viðburði	36	2,9%	0,9%
Opnunartímar	35	2,8%	0,9%
Afþreying/Skemmtun/ Söfn	31	2,5%	0,9%
Aðrar upplýsingar	28	2,3%	0,8%
Verð á afþreyingu/ skoðunarferðum	27	2,2%	0,8%
Samgöngur í tengslum við flugvöll	27	2,2%	0,8%
Verð á flug- /ferjumíða	27	2,2%	0,8%
Kort	25	2,0%	0,8%
Miðlæggar upplýsingar/ Miðlægga gagnagrunni á neti	24	2,0%	0,8%
Flugvöllur almennt	24	1,9%	0,8%
Almenningssalemi	22	1,8%	0,7%
Viðhorf fólks	22	1,8%	0,7%
Rútsamgöngur	21	1,7%	0,7%
Upplýsingar um gistingu og veitingastaði	21	1,7%	0,7%
Samgöngur	20	1,6%	0,7%
Þjónusta og viðhorf starfsfólks á viðhorf	20	1,6%	0,7%
Household income	20	1,6%	0,7%
Veður/Loftslag/ Veðurfréttir	19	1,5%	0,7%
Gæði á gistingu	16	1,3%	0,6%
Gæði á mat/ veitingahúsum	16	1,3%	0,6%
Verð á gistingu	15	1,2%	0,6%
Framboð á flugi	15	1,2%	0,6%
Umgengni	14	1,1%	0,6%
Other***	210	15,6%	2,0%
Number of answers	1240		
Responded	1240	56,8%	
Did not respond**	941	43,2%	
Number of respondents	2181	100,0%	
Asked*	2181	100,0%	
Not asked	0	0,0%	
Number of participants	2181	100,0%	



	Total	Tourist Service	Expense - In general/Other	Roads/Signs - Signs	Information - Travel and Tour	Expense - Food/Restaurants	Roads/Signs - Road conditions/Road	Advertising	Food/Restaurants - Service/Variety	Information - Events/Activities	Opening hours	Number of answers
Total	Total	10,1%	8,0%	5,8%	5,7%	5,2%	4,9%	3,4%	3,0%	2,9%	2,8%	1240
Gender	Male	7,6%	10,5%	5,6%	5,8%	6,5%	4,5%	3,6%	2,2%	2,7%	3,1%	585
	Female	12,3%	5,8%	6,1%	5,6%	3,9%	5,3%	3,2%	3,7%	3,1%	2,6%	655
Age	24 years and younger	8,5%	6,0%	8,1%	5,2%	5,9%	10,6%	4,1%	1,4%	1,4%	1,2%	131
	25-34 years	11,4%	8,8%	4,7%	5,9%	6,7%	5,9%	2,0%	3,0%	3,2%	5,0%	455
	35-44 years	9,3%	9,4%	6,2%	4,3%	2,2%	2,9%	4,4%	4,2%	3,7%	1,4%	215
	45-54 years	10,2%	8,1%	6,2%	6,2%	3,7%	3,0%	3,3%	3,0%	3,5%	1,2%	208
	55 years and older	8,9%	6,2%	6,2%	6,4%	5,7%	3,5%	4,9%	2,6%	1,7%	2,3%	231
Profession	Managerial	4,5%	9,7%	3,9%	5,2%	8,7%	2,7%	4,1%	2,3%	3,3%	2,0%	179
	Professional	12,7%	7,8%	5,6%	6,7%	4,5%	4,4%	3,1%	2,3%	2,7%	2,7%	448
	Specialized staff	13,5%	7,3%	7,2%	5,4%	3,6%	3,8%	4,9%	3,3%	2,6%	2,5%	165
	Clerical/Service	6,7%	7,8%	5,1%	4,9%	5,3%	7,0%	5,8%	5,8%	1,0%	2,7%	63
	Student	8,7%	8,0%	8,1%	5,1%	1,8%	8,5%	3,0%	2,3%	3,6%	2,0%	137
	Retired/Homemaker	9,0%	6,3%	7,6%	5,4%	4,9%	4,1%	4,7%	3,4%	0,7%	6,7%	90
	Other	9,1%	8,4%	4,4%	4,7%	7,1%	6,1%	0,4%	4,7%	5,3%	3,4%	141
Household income	Low	3,5%	8,3%	5,9%	3,9%		7,2%			10,5%	3,6%	35
	Low average	9,0%	7,0%	4,4%	4,1%	5,8%	9,8%	4,4%	5,0%	6,2%	4,0%	99
	Average	11,1%	8,4%	5,4%	5,3%	4,9%	5,1%	3,1%	4,2%	1,6%	2,5%	489
	High average	10,0%	6,7%	7,0%	6,5%	6,0%	4,1%	3,2%	1,3%	3,4%	2,8%	472
	High	8,6%	11,5%	4,9%	4,4%	3,3%	3,7%	6,1%	3,9%	2,3%	3,2%	98
Nationality	American	10,1%	7,7%	9,5%	5,3%	6,5%	2,4%	3,0%	4,1%	3,6%	5,9%	205
	German	8,9%	6,7%		6,7%	4,4%	6,7%	2,2%		2,2%	2,2%	63
	French	7,5%	9,0%	1,5%	6,0%	7,5%	3,0%		1,5%	1,5%	6,0%	70
	Danish	10,7%	3,6%	7,1%	3,6%	3,6%	3,6%				10,7%	51
	British	11,1%	8,9%	5,6%	7,7%	8,2%	3,4%	4,1%	4,8%	1,7%	1,2%	251
	Norwegian	11,4%		4,5%	6,8%		2,3%	4,5%		9,1%		80
	Swedish	16,7%	2,1%		8,3%	4,2%	2,1%	4,2%			2,1%	65
	Spanish	5,9%	11,8%	5,9%	5,9%	5,9%	17,6%		17,6%		5,9%	26
	Italian		16,7%	8,3%		8,3%	8,3%					12
	Dutch	8,5%	6,1%	6,1%	3,7%	2,4%	8,5%	1,2%	1,2%		3,7%	46
Other	9,3%	10,7%	6,9%	4,3%	3,7%	7,3%	4,7%	2,7%	2,4%	2,2%	370	
Market area	Scandinavia	12,2%	1,1%	4,9%	6,1%	2,4%	3,4%	2,6%	0,3%	5,6%	1,6%	240
	Britain	10,0%	9,4%	6,0%	8,0%	6,9%	5,1%	3,5%	4,8%	2,3%	2,8%	350
	Central/South-Europe	8,2%	10,2%	3,5%	4,2%	4,5%	7,3%	1,8%	2,7%	1,7%	2,7%	265
	North America	10,8%	7,8%	10,0%	4,3%	8,0%	2,3%	4,1%	3,6%	3,0%	5,4%	245
	Other	8,5%	12,6%	4,5%	4,5%	1,8%	7,2%	6,3%	2,4%	1,8%	0,9%	139
Type of trip	Package tour	9,4%	4,9%	4,3%	7,1%	7,8%	4,7%	5,6%	3,7%	2,2%	1,5%	199
	Individually arranged	9,1%	7,8%	6,6%	5,0%	3,8%	5,7%	3,0%	2,7%	3,5%	3,1%	829
	Mix of both	14,0%	11,9%	3,7%	7,1%	7,1%	2,2%	3,1%	3,5%	1,2%	3,1%	206
Purpose of visit	Vacation/holiday	10,0%	7,6%	5,5%	6,4%	5,3%	5,2%	3,2%	3,0%	2,8%	2,9%	1058
	Conference/meeting	6,5%	13,4%	8,3%	4,4%	4,4%	6,1%	1,2%	2,7%	3,0%	1,2%	103
	Study/research	11,0%	8,7%	4,3%			3,2%	1,2%	3,3%			58
	Visiting friends/relatives	7,3%	7,1%	7,0%	7,8%	4,2%	3,0%				4,8%	69
	Business/Employment	10,4%	9,5%	7,7%	7,3%	4,6%	1,4%	6,4%	5,2%	7,1%		43
	Event in Iceland	9,6%	6,7%	9,1%	7,8%	1,7%	0,9%	4,6%	3,6%	1,7%	3,2%	70
	Other	11,1%	10,3%	6,7%	5,4%	3,6%	4,2%	5,0%		8,8%	3,0%	88

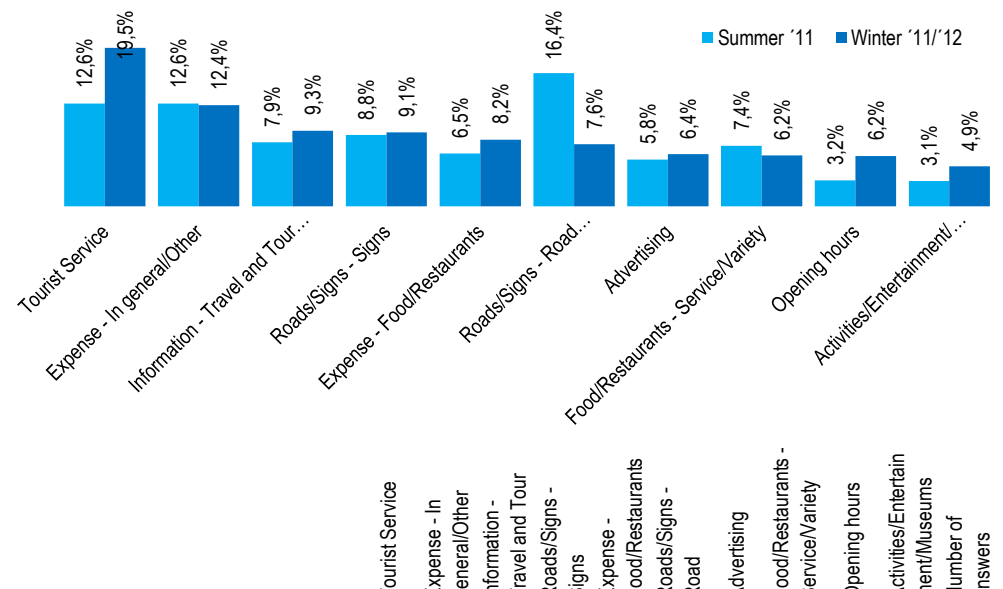
*Individuals asked: Everyone
 **Those who did not respond are those who responded 'don't know' or 'don't want to answer'
 *** See analyse of those answers on page C26.

[EP07] In your opinion, what three factors should be improved by the Icelandic Tourist Industry? (open question)



All mentioned - top 10

Answers	Count	Pct. %	Conf. lim +/-
Ferðapjónusta	245	19,5%	2,2%
Verðlag almennt	156	12,4%	1,8%
Upplýsingar til ferðamanna	117	9,3%	1,6%
Vegaskilti	114	9,1%	1,6%
Verð á mat/veitingahúsum	103	8,2%	1,5%
Vegakerfið	96	7,6%	1,5%
Auglýsingar	81	6,4%	1,4%
Þjónusta og fjölbreytni á mat/veitingahúsum	79	6,2%	1,3%
Opnunartímar	78	6,2%	1,3%
Afþreying/Skemmtun/Söfn	62	4,9%	1,2%
Upplýsingar um afþreyingu og viðburði	60	4,8%	1,2%
Aðrar upplýsingar	59	4,7%	1,2%
Verð á afþreyingu/skoðunarferðum	59	4,7%	1,2%
Samgöngur	52	4,1%	1,1%
Miðlæga upplýsingar/Miðlæga gagnagrunni á neti	48	3,8%	1,1%
Rútasamgöngur	46	3,7%	1,0%
Kort	45	3,6%	1,0%
Upplýsingar um gistingu og veitingastaði	41	3,2%	1,0%
Verð á flug-/ferjumíða	40	3,2%	1,0%
Flugvöllur almennt	38	3,1%	1,0%
Samgöngur í tengslum við flugvöll	38	3,0%	0,9%
Gæði á mat/veitingahúsum	37	2,9%	0,9%
Tilboð	35	2,8%	0,9%
Framboð á flugi	35	2,8%	0,9%
Þjónusta og viðhorf starfsfólks á gististöðum	34	2,7%	0,9%
Veður/Loftslag/Veðurfréttir	34	2,7%	0,9%
Almenningssalerni	32	2,5%	0,9%
Viðhorf fólks	31	2,5%	0,9%
Gæði á gistingu	31	2,5%	0,9%
Verð á gistingu	25	2,0%	0,8%
Other***	421	33,5%	2,6%
Number of answers	1259		
Responded	1259	57,7%	
Did not respond**	922	42,3%	
Number of respondents	2181	100,0%	
Asked*	2181	100,0%	
Not asked	0	0,0%	
Number of participants	2181	100,0%	



	Total	Total	19,5%	12,4%	9,3%	9,1%	8,2%	7,6%	6,4%	6,2%	6,2%	4,9%	1259
Gender	Male		15,9%	14,7%	9,6%	9,0%	9,7%	6,9%	6,4%	6,0%	6,0%	5,3%	590
	Female		22,6%	10,4%	9,0%	9,2%	6,9%	8,3%	6,4%	6,4%	6,4%	4,6%	669
Age	24 years and younger		20,1%	13,9%	9,3%	13,3%	9,3%	11,6%	7,6%	5,6%	3,1%	7,8%	132
	25-34 years		22,9%	13,6%	9,5%	8,1%	9,3%	8,9%	5,3%	7,2%	9,7%	4,8%	456
	35-44 years		16,5%	12,6%	7,6%	9,3%	6,8%	3,8%	8,5%	7,8%	3,4%	6,4%	215
	45-54 years		19,6%	10,9%	9,0%	7,1%	6,2%	5,4%	5,3%	5,1%	3,9%	4,8%	216
	55 years and older		15,3%	10,5%	10,6%	10,2%	8,6%	8,4%	6,9%	4,4%	5,9%	2,3%	240
Profession	Managerial		13,7%	13,3%	8,7%	8,6%	11,8%	4,7%	8,8%	7,4%	4,3%	6,3%	184
	Professional		22,7%	10,7%	10,4%	8,4%	7,2%	7,2%	6,1%	5,2%	6,5%	5,2%	455
	Specialized staff		22,6%	12,7%	9,1%	8,2%	4,7%	7,1%	7,9%	6,2%	5,4%	7,9%	167
	Clerical/Service		17,7%	13,7%	8,4%	5,1%	13,6%	9,3%	8,0%	9,8%	7,4%	2,9%	64
	Student		19,6%	14,5%	10,5%	15,1%	5,5%	10,1%	6,2%	6,9%	4,8%	4,0%	137
	Retired/Homemaker		12,6%	13,2%	9,0%	13,6%	6,6%	10,6%	5,8%	6,0%	8,4%	1,2%	94
	Other		18,8%	14,1%	6,8%	5,7%	11,6%	8,1%	2,7%	5,6%	7,5%	3,7%	141
Household income	Low		15,6%	13,5%	5,6%	5,9%	7,0%	11,2%	1,7%		3,6%		35
	Low average		20,2%	9,3%	7,0%	8,8%	6,9%	12,1%	5,6%	9,5%	9,7%	8,0%	100
	Average		21,7%	14,2%	8,9%	8,9%	8,8%	7,3%	5,7%	8,1%	6,1%	5,4%	495
	High average		18,1%	10,0%	10,2%	9,6%	8,9%	7,1%	6,7%	4,3%	6,1%	4,0%	480
	High		18,5%	14,9%	8,5%	9,0%	5,1%	7,2%	9,0%	6,8%	6,2%	4,1%	101
Nationality	American		18,5%	10,4%	9,8%	13,9%	9,2%	6,9%	6,9%	6,4%	11,0%	4,6%	210
	German		13,3%	15,6%	8,9%	2,2%	13,3%	11,1%	6,7%	2,2%	4,4%	2,2%	63
	French		10,3%	10,3%	10,3%	1,5%	19,1%	5,9%	1,5%	5,9%	7,4%	4,4%	71
	Danish		21,4%	10,7%	7,1%	7,1%	3,6%	7,1%		7,1%	7,1%	3,6%	51
	British		17,6%	12,1%	12,1%	6,9%	11,9%	5,5%	7,1%	8,1%	3,6%	3,8%	254
	Norwegian		17,8%	4,4%	11,1%	8,9%		4,4%	4,4%		4,4%	6,7%	82
	Swedish		26,5%	6,1%	10,2%	4,1%	6,1%	2,0%	4,1%	4,1%	2,0%	6,1%	66
	Spanish		23,5%	11,8%	11,8%	5,9%	5,9%	29,4%		29,4%	11,8%		26
	Italian		15,4%	23,1%		7,7%	7,7%	7,7%			7,7%	15,4%	13
	Dutch		21,7%	10,8%	3,6%	13,3%	3,6%	12,0%	2,4%	4,8%	6,0%	10,8%	47
	Other		22,5%	16,6%	7,6%	11,4%	5,7%	8,9%	9,4%	6,1%	5,9%	5,2%	375
Market area	Scandinavia		21,4%	7,0%	8,7%	7,3%	3,7%	5,4%	3,4%	3,1%	4,3%	5,6%	246
	Britain		19,8%	12,2%	11,9%	8,0%	10,3%	7,1%	7,5%	8,7%	6,3%	4,1%	353
	Central/South-Europe		16,7%	15,0%	7,5%	6,1%	9,2%	11,6%	4,2%	6,0%	4,3%	3,8%	270
	North America		18,7%	10,8%	8,7%	14,7%	10,6%	6,0%	9,4%	5,8%	10,3%	5,2%	250
	Other		21,9%	20,6%	8,1%	10,8%	4,5%	8,1%	8,1%	6,8%	5,4%	7,6%	139
Type of trip	Package tour		21,2%	7,5%	10,9%	4,7%	10,7%	6,7%	8,8%	5,8%	6,2%	1,8%	203
	Individually arranged		17,3%	12,9%	8,9%	10,9%	6,7%	8,7%	5,6%	5,9%	6,3%	5,7%	842
	Mix of both		26,4%	15,0%	9,8%	5,5%	10,9%	4,3%	6,7%	7,7%	5,7%	4,9%	208
Purpose of visit	Vacation/holiday		19,1%	11,8%	10,1%	8,7%	8,6%	7,8%	6,4%	6,1%	6,3%	5,1%	1075
	Conference/meeting		17,2%	23,0%	7,6%	10,7%	8,5%	7,8%	5,0%	5,2%	1,8%	2,4%	103
	Study/research		19,6%	12,2%	6,4%	14,0%	3,1%	3,2%	4,4%	11,0%	4,3%	11,7%	58
	Visiting friends/relatives		12,1%	10,6%	11,1%	6,9%	4,1%	2,9%	1,5%	2,7%	1,5%	10,0%	71
	Business/Employment		19,4%	16,1%	8,3%	7,3%	10,7%	6,7%	10,5%	4,9%	1,3%		46
	Event in Iceland		15,8%	9,6%	11,0%	12,6%	3,7%	4,6%	8,9%	7,9%	5,0%	5,7%	70
	Other		23,4%	13,8%	7,4%	10,2%	7,3%	7,3%	7,1%	5,3%	9,1%	3,9%	88

*Individuals asked: Everyone
 **Those who did not respond are those who responded 'don't know' or 'don't want to answer'
 *** See analyse of those answers on page C26.

First mentioned - top 10

Breakdown of the category Other/Unspecified on page C24

Answers	Count	Pct. %	Conf.lim +/-
Kostnaður við samgöngur	14	1,1%	0,6%
Gæði/Þjónusta/Stundvísi flugfélaga	13	1,1%	0,6%
Upplýsingar á öðrum tungumálum	12	1,0%	0,5%
Tilboð	12	0,9%	0,5%
Náttúruvernd	12	0,9%	0,5%
Verslanir/Verslun/Vamingur	11	0,9%	0,5%
Aðgengi/Einfaldleiki	10	0,8%	0,5%
Verð á bílaleigubílum	8	0,7%	0,5%
Öryggi	8	0,6%	0,4%
Útsýnisstaðir/Útskot á vegum	7	0,6%	0,4%
Takmarka fjölda ferðamanna	7	0,5%	0,4%
Skipulag	6	0,5%	0,4%
Framboð á gistingu	6	0,5%	0,4%
Framboð á bensinstöðvum	3	0,3%	0,3%
Skilti við göngustíga og skipulag þeirra	3	0,2%	0,3%
Tjaldsvæði	1	0,1%	0,2%
Aðstaða fyrir hjólréiðamenn	1	0,1%	0,2%
Other	77	6,2%	1,3%
Number of answers	1240		
Responded	1240	56,8%	
Did not respond**	941	43,2%	
Number of respondents	2181	100,0%	
Asked*	2181	100,0%	
Not asked	0	0,0%	
Number of participants	2181	100,0%	

All mentioned - top 10

Breakdown of the category Other/Unspecified on page C25

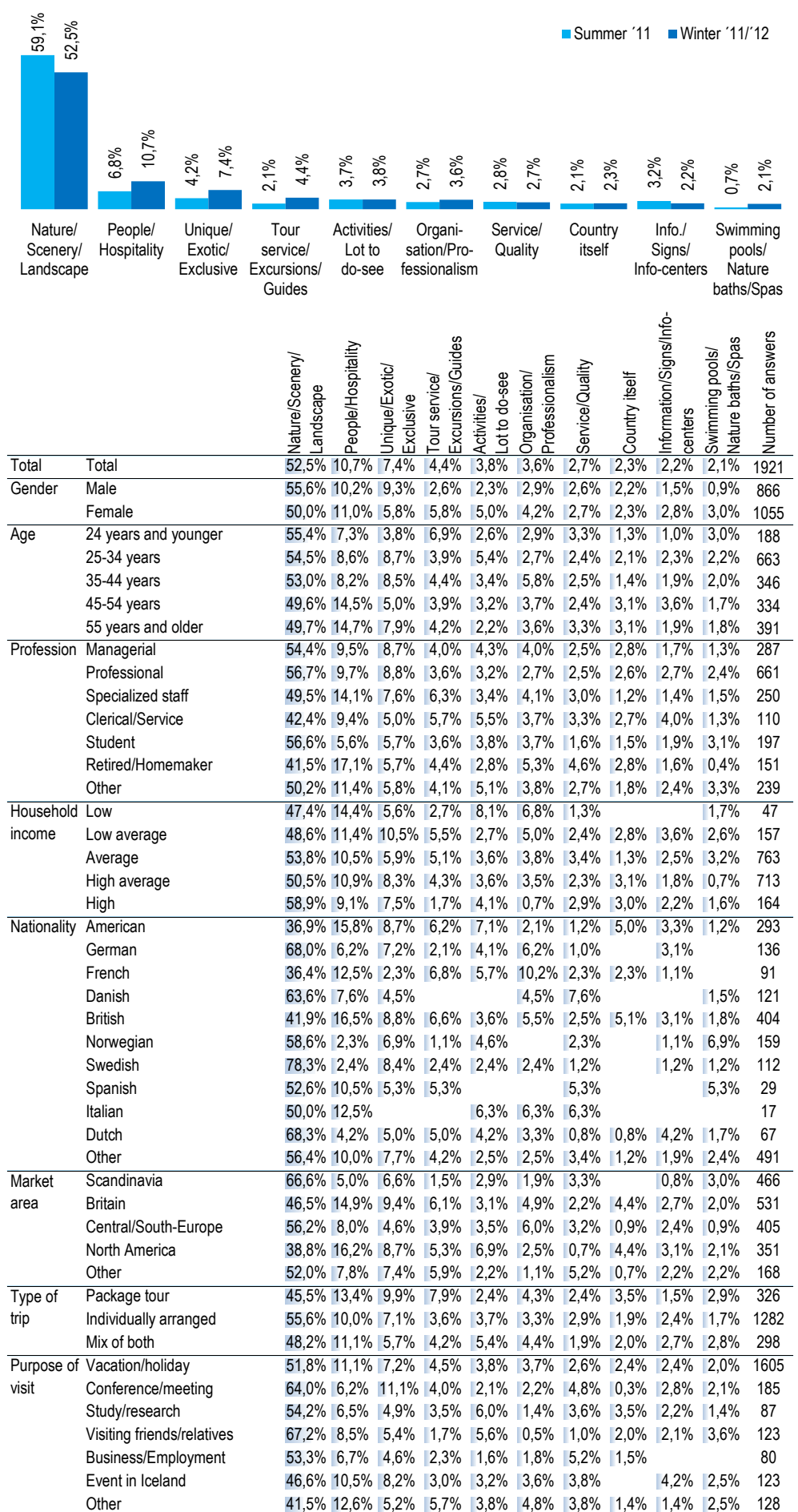
Answers	Count	Pct. %	Conf.lim +/-
Verslanir/Verslun/Vamingur	24	1,9%	0,8%
Kostnaður við samgöngur	24	1,9%	0,8%
Gæði/Þjónusta/Stundvísi flugfélaga	24	1,9%	0,7%
Framboð á gistingu	22	1,8%	0,7%
Náttúruvernd	20	1,6%	0,7%
Umgengni	20	1,6%	0,7%
Verð á bílaleigubílum	20	1,6%	0,7%
Upplýsingar á öðrum tungumálum	18	1,5%	0,7%
Aðgengi/Einfaldleiki	18	1,4%	0,7%
Skipulag	15	1,2%	0,6%
Skilti við göngustíga og skipulag þeirra	13	1,0%	0,6%
Útsýnisstaðir/Útskot á vegum	12	1,0%	0,5%
Öryggi	11	0,9%	0,5%
Takmarka fjölda ferðamanna	8	0,6%	0,4%
Framboð á bensinstöðvum	5	0,4%	0,4%
Tjaldsvæði	3	0,2%	0,3%
Aðstaða fyrir hjólréiðamenn	2	0,2%	0,2%
Other	155	12,3%	1,8%
Fjöldi svara	1259		
Tóku afstöðu	1259	57,7%	
Tóku ekki afstöðu**	922	42,3%	
Fjöldi svara	2181	100,0%	
Spurðir*	2181	100,0%	
Ekki spurðir	0	0,0%	
Fjöldi þáttakenda	2181	100,0%	

[EP08] Where do you think Iceland's strengths in the tourist industry are? (open question)



First mentioned - top 10

Answers	Count	Pct. %	Conf. lim +/-
Náttúra/Landslag	1009	52,5%	2,2%
Fólkið/Gestrisni	205	10,7%	1,4%
Einstakt/Framandlegt/ Öðruvísi	142	7,4%	1,2%
Þjónusta í tengslum við skoðunarferðir/ leiðsögumenn	84	4,4%	0,9%
Afþreying/Margt að gera og sjá	72	3,8%	0,9%
Skipulag/ Fagmennska	70	3,6%	0,8%
Þjónusta/Gæði	51	2,7%	0,7%
Landið sjálft	44	2,3%	0,7%
Upplýsingar/Skilti/ Upplýsingamiðstöðvar	43	2,2%	0,7%
Sundlaugar/Náttúru- böð/Heilsulindir	40	2,1%	0,6%
Enskukunnátta/ Önnur tungumál töluð	33	1,7%	0,6%
Óspilt náttúra	31	1,6%	0,6%
Menning/Saga	30	1,6%	0,6%
Aðgengi/Einfaldleiki/ Innviðir	25	1,3%	0,5%
Matur/veitingastaðir	24	1,2%	0,5%
Samgöngur	21	1,1%	0,5%
Hreint loft/Hreinleiki landsins	20	1,0%	0,5%
Hverir/Jarðhiti	18	1,0%	0,4%
Ekki of margir ferðamenn/ Afskekkt/ Ekki of túristalegt	18	0,9%	0,4%
Nálægt/Lega landsins	17	0,9%	0,4%
Verðlag	15	0,8%	0,4%
Markaðssetning/ Kynningarmál	14	0,7%	0,4%
Afslappað/Kyrð og ró/Andrúmsloftið	9	0,5%	0,3%
Gisting	8	0,4%	0,3%
Veður	7	0,4%	0,3%
Dýralíf/Jurtaríki	7	0,4%	0,3%
Reykjavík	5	0,3%	0,2%
Öruggt	5	0,3%	0,2%
Næturlíf	4	0,2%	0,2%
Ganga/Göngustígar	4	0,2%	0,2%
Víðátta	3	0,2%	0,2%
Flugfélag	3	0,2%	0,2%
Hestar/Hestaferðir	2	0,1%	0,1%
Verslun/Vörur/Tíska	2	0,1%	0,1%
Ævintýri	1	0,0%	0,1%
Þjartar nætur/ Dagsbirta	1	0,0%	0,1%
Other	26	1,4%	0,5%
Number of answers	1921		
Responded	1921	88,1%	
Did not respond**	260	11,9%	
Number of respondents	2181	100,0%	
Asked*	2181	100,0%	
Not asked	0	0,0%	
Number of participants	2181	100,0%	



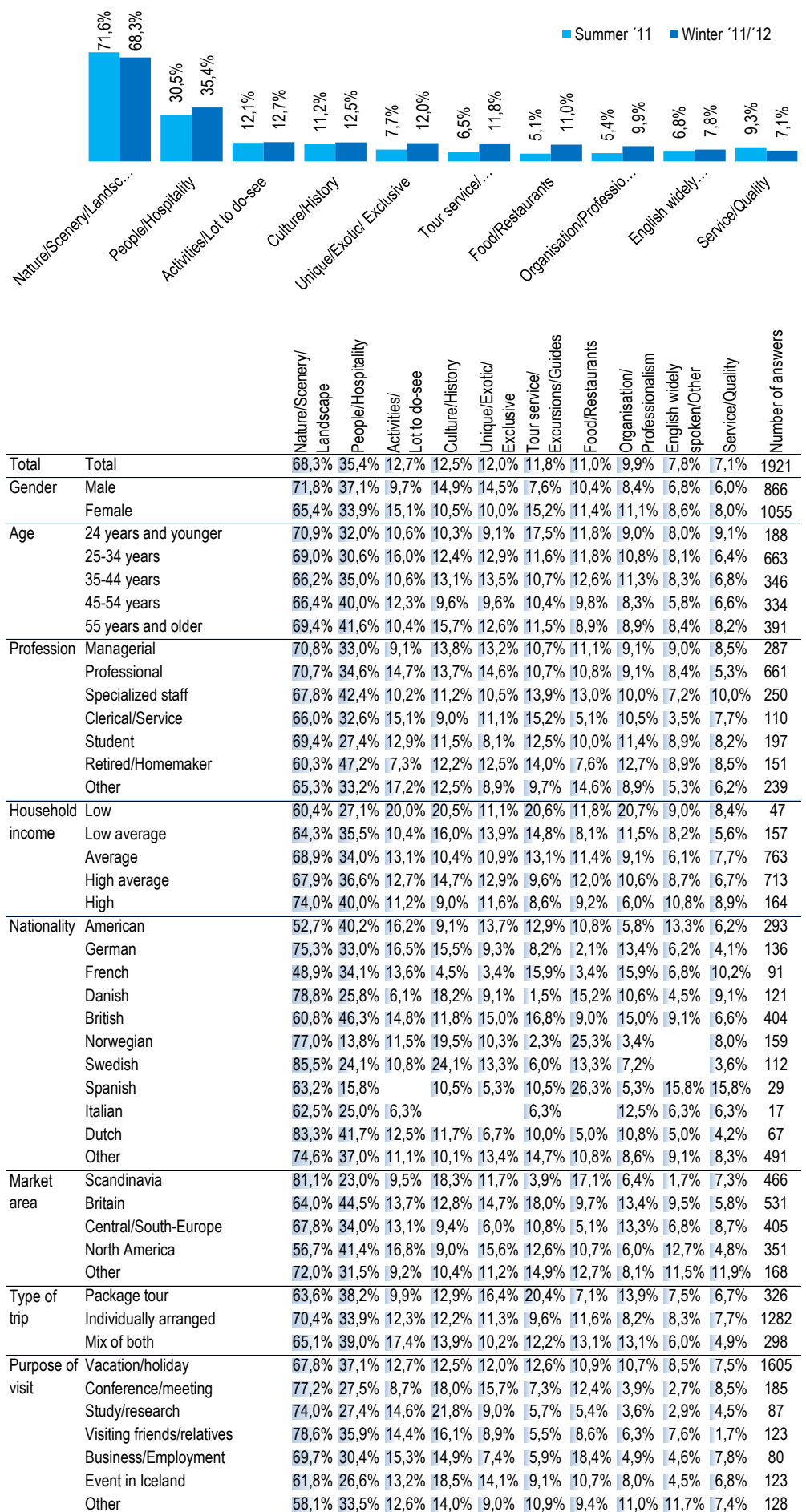
*Individuals asked: Everyone
 **Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[EP08] Where do you think Iceland's strengths in the tourist industry are? (open question)



All mentioned - top 10

Answers	Count	Pct.	Conf. lim +/-
Náttúra/Landslag	1313	68,3%	2,1%
Fólkið/Gestrirni	679	35,4%	2,1%
Afþreying/Margt að gera og sjá	244	12,7%	1,5%
Menning/Saga	240	12,5%	1,5%
Einstakt/Framandlegt/Öðruvísi	231	12,0%	1,5%
Þjónusta í tengslum við skoðunarferðir/leiðsögumenn	226	11,8%	1,4%
Matur/veitingastaðir	211	11,0%	1,4%
Skipulag/Fagmennska	190	9,9%	1,3%
Enskukunnátta/Önnur tungumál töluð	150	7,8%	1,2%
Þjónusta/Gæði	137	7,1%	1,1%
Sundlaugar/Náttúruböð/ Heilsulindir	135	7,0%	1,1%
Landið sjálft	112	5,8%	1,0%
Aðgengi/Einfaldleiki/Innviðir	109	5,7%	1,0%
Upplýsingar/Skilti/Upplýsingamiðstöðvar	108	5,6%	1,0%
Nálægt/Lega landsins	79	4,1%	0,9%
Verðlag	75	3,9%	0,9%
Hreint loft/Hreinleiki landsins	70	3,6%	0,8%
Samgöngur	68	3,5%	0,8%
Ekki of margir ferðamenn/ Afskekkt/ Ekki of túristalegt	64	3,3%	0,8%
Hverir/Jarðhiti	60	3,1%	0,8%
Óspillt náttúra	55	2,9%	0,7%
Reykjavík	50	2,6%	0,7%
Afslappað/Kyrrð og ró/Andrúmsloftið	40	2,1%	0,6%
Gisting	39	2,0%	0,6%
Öruggt	38	2,0%	0,6%
Verslun/Vörur/Tíska	37	1,9%	0,6%
Dýralíf/Jurtaríki	37	1,9%	0,6%
Markaðssetning/Kynningarmál	30	1,5%	0,6%
Næturlíf	26	1,3%	0,5%
Hestar/Hestaferðir	25	1,3%	0,5%
Veður	20	1,1%	0,5%
Ævintýri	17	0,9%	0,4%
Víðátta	17	0,9%	0,4%
Flugfélag	12	0,6%	0,3%
Bjartar nætur/Dagsbirta	9	0,5%	0,3%
Vatn	7	0,4%	0,3%
Ganga/Göngustigar	6	0,3%	0,3%
Other	96	5,0%	1,0%
Number of answers	1921		
Responded	1921	88,1%	
Did not respond**	260	11,9%	
Number of respondents	2181	100,0%	
Asked*	2181	100,0%	
Not asked	0	0,0%	
Number of participants	2181	100,0%	



*Individuals asked: Everyone
 **Those who did not respond are those who responded 'don't know' or 'don't want to answer'