

**Greenpeace organisation
Norway**

**- Attitude towards international
environmental organisations -**

Opinion Research

November 2003



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Description of study

Conducted for	Greenpeace organisation
Objective	To survey attitude towards international environmental organisations
Survey period	November 13 th to November 24 th 2003
Method	Telephone survey
Sample	Random sample of 1350 individuals from the National register of Icelanders, age 16-75
Project Number	12181

Sample size and response rate

Original sample	1350
Living abroad	48
Indisposed	21
Deceased	1
Final sample	1280
Refused to answer	295
Could not be contacted	184
No. of respondents	801
Response rate	62,6%

Demographics

Gender	Male & Female
Age	Five age groups
Residence	Capital area - other areas
Education	Four groups
Household income	Total monthly household income before taxes, four groups

Reykjavík, December 1st 2003

Thank you for your cooperation

Ásdís G. Ragnarsdóttir

Jón Karl Árnason

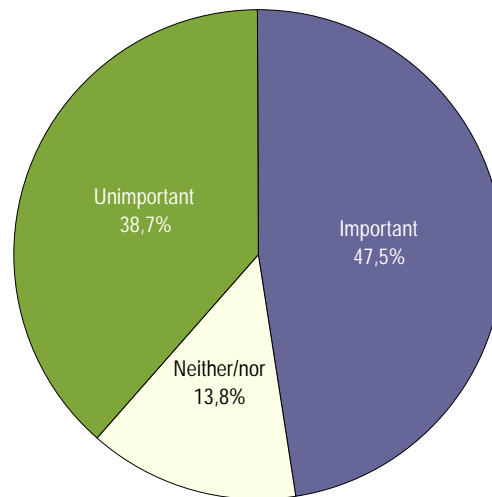
Matthías Þorvaldsson

Importance of the existence of an international environmental organisation like Greenpeace

Svör	Fjöldi	Hlutfall %	Vik-mörk +/-
Very important (5)	128	17,8	2,8
Rather important (4)	213	29,7	3,3
Neither/nor (3)	99	13,8	2,5
Rather unimportant (2)	113	15,7	2,7
Very unimportant (1)	165	23,0	3,1
Important		47,5	3,7
Neither/nor		13,8	2,5
Unimportant		38,7	3,6
Number of responses	718	100,0	
Responded	718	89,6	
Did not respond	83	10,4	
Number of respondents	801	100,0	
Mean		3,0	
Standard deviation		1,4	

Mean

The mean is computed by first adding all the figures and dividing the total by the number of responses. $[\text{Very important (n x 5)} + \text{rather important (n x 4)} + \text{neither/nor (n x 3)} + \text{rather unimportant (n x 2)} + \text{very unimportant (n x 1)}] / \text{Total number of responses}$. The value of the mean is on the scale from 1 to 5.



Analysis

Analysis	Total respondents	Very important	Rather important	Neither /nor	Rather unimportant	Very unimportant	Average
Gender *							
Male	386	19,2%	25,6%	11,7%	14,5%	29,0%	2,9
Female	332	16,3%	34,3%	16,3%	17,2%	16,0%	3,2
Age *							
16-24 years	132	25,8%	35,6%	14,4%	10,6%	13,6%	3,5
25-34 years	140	17,1%	33,6%	18,6%	10,0%	20,7%	3,2
35-44 years	152	23,7%	27,6%	15,1%	15,8%	17,8%	3,2
45-54 years	131	14,5%	28,2%	9,2%	24,4%	23,7%	2,9
55-64 years	163	9,2%	24,5%	11,7%	17,8%	36,8%	2,5
Residence *							
Capital area	414	22,5%	31,9%	14,7%	11,8%	19,1%	3,3
Country	304	11,5%	26,6%	12,5%	21,1%	28,3%	2,7
Education *							
Compulsory school	136	19,9%	22,8%	16,2%	21,3%	19,9%	3,0
Compulsory school + addition	183	13,1%	25,1%	13,7%	17,5%	30,6%	2,7
Secondary school	211	17,1%	29,4%	11,8%	15,2%	26,5%	3,0
University degree	170	22,4%	38,2%	15,3%	10,0%	14,1%	3,4
Household income							
Less than ISK 250 thousand	157	14,6%	29,3%	14,0%	17,8%	24,2%	2,9
ISK 250-399 thousand	200	19,5%	30,0%	14,5%	16,5%	19,5%	3,1
ISK 400-549 thousand	139	15,8%	31,7%	11,5%	15,1%	25,9%	3,0
ISK 550 thousand or more	113	22,1%	28,3%	15,0%	13,3%	21,2%	3,2

* Statistically significant

Question

	Freq.	Conf. -	
		Percent	Int.
		%	+/-
Very good	195	36,1	4,1
Rather good	106	19,6	3,4
Neither/nor	64	11,9	2,7
Rather poor	75	13,9	2,9
Very poor	100	18,5	3,3
Good		55,7	4,2
Neither/nor		11,9	2,7
Poor		32,4	3,9
Number asked	540	100,0	
Asked	540	99,8	
Not asked	1	0,2	
Number of respondents	541	100,0	
Mean		3,4	
Standard deviation		1,5	
Mean		4,0	
Mode		5,0	

Mean

The mean is computed by first adding all the figures and dividing the total by the number of responses. $[\text{Very good} (n \times 5) + \text{rather good} (n \times 4) + \text{neither/nor} (n \times 3) + \text{rather poor} (n \times 2) + \text{very poor} (n \times 1)] / \text{Total number of responses}$. The value of the mean is on the scale from 1 to 5.

Standard deviation

is a common measure of how responses are scattered around the average. It indicates the similarity or dissimilarity of responses to the question. A high standard deviation means that the respondents' answers are dissimilar, while a low standard deviation means they are similar.

Median

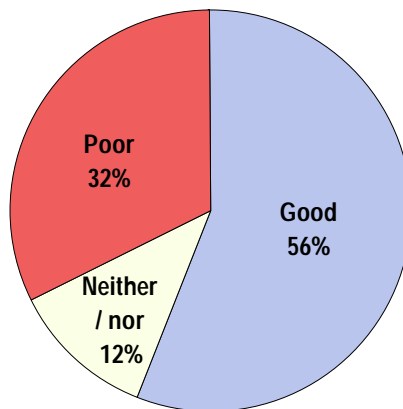
is the middle number of the series of numbers, leaving half the set above it and half below it. Median is often a better way of evaluating central tendency than arithmetic mean (average) for numbers with a skewed distribution. An example of skewed distribution is uncategorized wages in which peripheral values are at the higher end of the wage scale.

Mode

is the value in a group which occurs most commonly. In the above table, for example, the mode is "very good."

Tables

The findings for each question are presented in table and chart form. Each question is stated at the bottom of the respective page, and each table is headlined with the feature that is being measured. In the tables one can see the participants answers and the number of those who did not answer that particular question. The table on the left shows that little over 36% think that what was asked is very good and almost 20% rather good. More than 18% think it is very poor and nearly 14% think it is rather poor. Adding together the figures for "rather" and "very" yields an "importance figure" of just under 56%.



Pie charts

The main findings of a survey are summarized in a pie chart form to highlight the most noteworthy features. Furthermore, responses to each question are frequently broken down according to other parameters. These can include gender, age, residence, education and other questions in the same survey. The table at the bottom of the page gives a breakdown by the gender and age of participants in the survey. It reveals that there is no significant difference in the averages depending on the age of respondents, but only depending on their gender. In this case, females find the factor less important than males do.

Confidence intervals

Confidence intervals are important for a clearer understanding of the survey findings. Confidence intervals are calculated for an equal interval above and below each percentage, unless the figure goes down to 0% or up to 100%. The normal reference is 95% confidence. When the interval has been obtained, it is possible to say with 95% confidence that a result produced by a survey would lie within it if the entire population was asked. This then enables possible responses to be compared. If the confidence limits do not overlap the difference between them is statistically significant. For example, it could be stated with 95% confidence that more individuals consider the factor important rather than unimportant.

Analysis

	Mean	Standard deviation	Freq.	
Gender *				
Males	2,7	1,6	284	2,7
Females	2,4	1,5	256	2,4
Age				
16-24 years	2,8	1,5	82	2,8
25-34 years	2,8	1,5	131	2,8
35-44 years	2,4	1,6	140	2,4
45-54 years	2,5	1,5	84	2,5
55-75 years	2,5	1,5	101	2,5

* Significant difference