



Travel destination Iceland

Denmark, United Kingdom and Germany

August 2010



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Description

Client Útflutningsráð Íslands/Ferðamálastofa
Data gathering Week 34 to 35 2010
Methodology Online omnibus

Sample

Denmark 18-74 years of age
United Kingdom 18+ years of age
Germany 18+ years of age

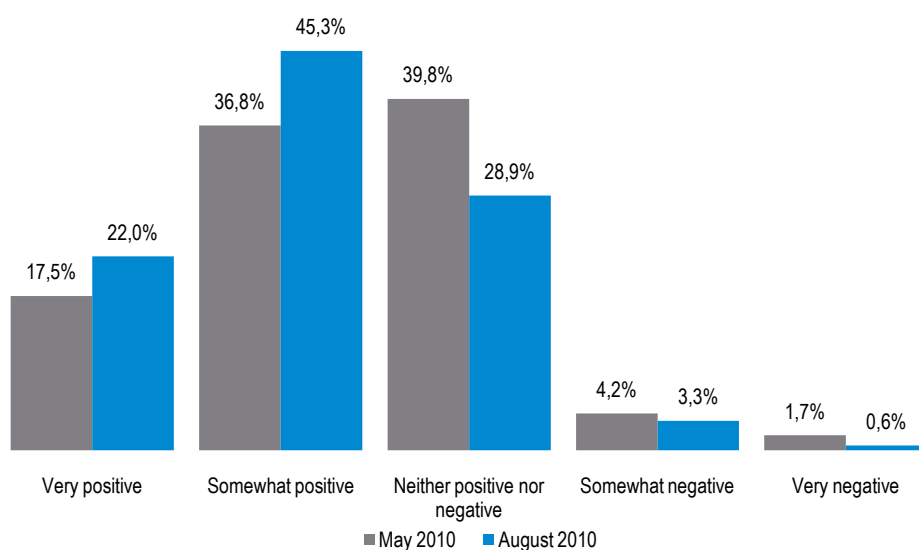
Number of participants

Denmark 1008
United Kingdom 2126
Germany 1018

Reykjavík 3. September 2010
MMR/Market and Media research ehf
Laugavegi 174
105 Reykjavík
<http://www.mmr.is/>

DENMARK
How positive or negative are you towards Iceland as a travel destination?

Answers	Count	Pct. %	Conf. lim +/-
Very positive	215	22,0%	2,6%
Somewhat positive	443	45,3%	3,1%
Neither positive nor negative	282	28,9%	2,8%
Somewhat negative	33	3,3%	1,1%
Very negative	5	0,6%	0,5%
Count	978	100,0%	
Answered	978	97,0%	
Did not answer	30	3,0%	
Count	1008	100,0%	
Asked*	1008	100,0%	
Not asked	0	0,0%	
Number of participants	1008	100,0%	



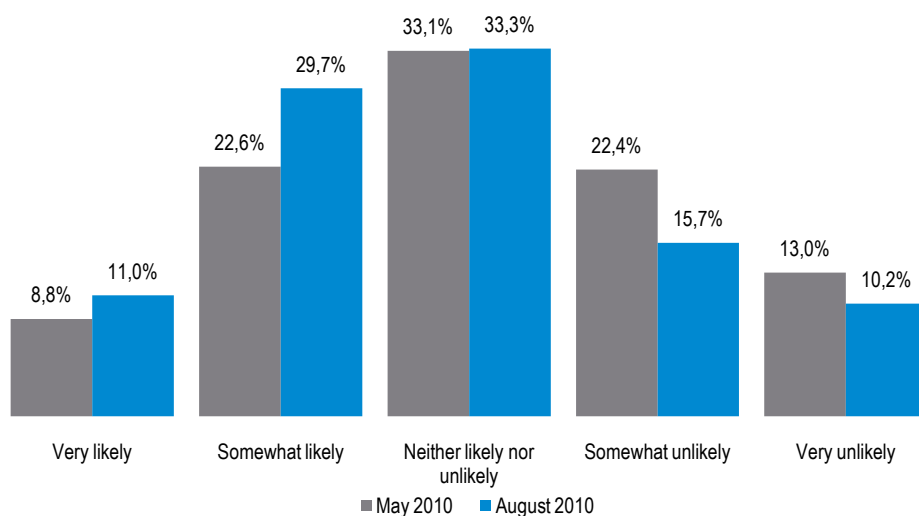
		Very positive	Somewhat positive	Neither positive nor negative	Somewhat negative	Very negative	Count
Total	Total	22,0%	45,3%	28,9%	3,3%	0,6%	978
Gender	Male	22,8%	45,7%	28,1%	3,0%	0,4%	482
	Female	21,2%	44,9%	29,6%	3,7%	0,7%	495
Age	18-34 years	18,4%	47,6%	30,4%	2,6%	1,1%	294
	35-54 years	19,7%	48,2%	29,3%	2,8%	-	390
	55-74 years	28,6%	39,1%	26,7%	4,7%	0,7%	293
Family situation	Living with one or both parents	14,7%	30,2%	55,1%	-	-	20
	Single with children	28,4%	39,5%	29,1%	3,0%	-	33
	Single without children	21,9%	47,1%	26,8%	3,6%	0,6%	200
	Marr/civ partnership without children	24,0%	41,5%	29,3%	4,3%	0,9%	362
	Marr/civ partnership with children	19,1%	49,4%	28,6%	2,6%	0,3%	343
	Living in collective with children	100,0%	-	-	-	-	1
	Living in collective without children	36,2%	50,7%	13,1%	-	-	8
Other	20,8%	51,6%	27,6%	-	-	11	
Urban/rural	Capital city area	20,8%	44,6%	28,9%	4,7%	0,9%	238
	Urban (more than 100.000 inhabitants),	17,8%	52,1%	28,9%	1,2%	-	157
	Urban, 50.000 - 100.000 inhabitants	22,4%	39,4%	34,0%	4,2%	-	122
	Urban, 10.000 - 49.999 inhabitants	21,3%	44,7%	30,3%	2,7%	1,1%	183
	Rural, less than 10.000 inhabitants	20,5%	47,3%	26,9%	4,6%	0,7%	183
	Rural	35,5%	40,5%	23,0%	1,0%	-	94
Region	Capital city	20,7%	46,5%	28,1%	3,9%	0,7%	292
	Sjælland	22,4%	44,4%	28,3%	4,1%	0,6%	147
	Syddanmark	22,3%	45,0%	29,8%	2,3%	0,6%	216
	Midtjylland	22,9%	43,4%	30,1%	3,5%	-	219
	Nordjylland	22,3%	47,3%	27,0%	2,4%	1,0%	104

*Asked: Everyone.

DENMARK

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

Answers	Count	Pct. %	Conf. lim +/-
Very likely	106	11,0%	2,0%
Somewhat likely	288	29,7%	2,9%
Neither likely nor unlikely	323	33,3%	3,0%
Somewhat unlikely	152	15,7%	2,3%
Very unlikely	99	10,2%	1,9%
Count	968	100,0%	
Answered	968	96,0%	
Did not answer	40	4,0%	
Count	1008	100,0%	
Asked*	1008	100,0%	
Not asked	0	0,0%	
Number of participants	1008	100,0%	



		Very likely	Somewhat likely	Neither likely nor unlikely	Somewhat unlikely	Very unlikely	Count
Total	Total	11,0%	29,7%	33,3%	15,7%	10,2%	968
Gender	Male	10,9%	27,4%	35,5%	14,4%	11,8%	476
	Female	11,1%	32,0%	31,3%	17,0%	8,7%	492
Age	18-34 years	11,6%	34,2%	34,3%	11,7%	8,1%	289
	35-54 years	10,8%	31,8%	33,5%	16,1%	7,8%	381
	55-74 years	10,6%	22,8%	32,1%	19,1%	15,4%	297
Family situation	Living with one or both parents	4,7%	18,8%	51,3%	10,2%	14,9%	20
	Single with children	8,9%	30,3%	26,8%	27,8%	6,2%	32
	Single without children	14,3%	27,4%	36,9%	12,1%	9,2%	200
	Marr/civ partnership without children	11,4%	25,9%	31,3%	18,2%	13,1%	363
	Marr/civ partnership with children	9,1%	35,5%	33,0%	15,0%	7,5%	333
	Living in collective with children	-	100,0%	-	-	-	1
	Living in collective without children	12,0%	24,9%	37,4%	13,1%	12,6%	8
Other	10,6%	38,7%	33,1%	-	17,7%	12	
Urban/rural	Capital city area	15,4%	32,5%	31,0%	10,9%	10,3%	241
	not capital city area	8,5%	31,4%	35,3%	18,5%	6,3%	150
	Urban, 50.000 - 100.000 inhabitants	9,8%	25,4%	39,2%	11,0%	14,6%	120
	Urban, 10.000 - 49.999 inhabitants	9,2%	29,7%	31,3%	18,1%	11,7%	183
	Rural, less than 10.000 inhabitants	9,1%	29,6%	31,4%	20,8%	9,1%	180
	Rural	11,9%	26,0%	36,7%	15,4%	10,0%	93
Region	Capital city	14,2%	32,9%	31,9%	10,7%	10,4%	296
	Sjælland	9,7%	25,8%	39,4%	13,4%	11,7%	146
	Syddanmark	12,0%	27,4%	28,6%	22,6%	9,4%	206
	Midtjylland	8,2%	29,0%	36,2%	16,5%	10,1%	216
	Nordjylland	7,3%	32,4%	32,7%	18,0%	9,6%	105

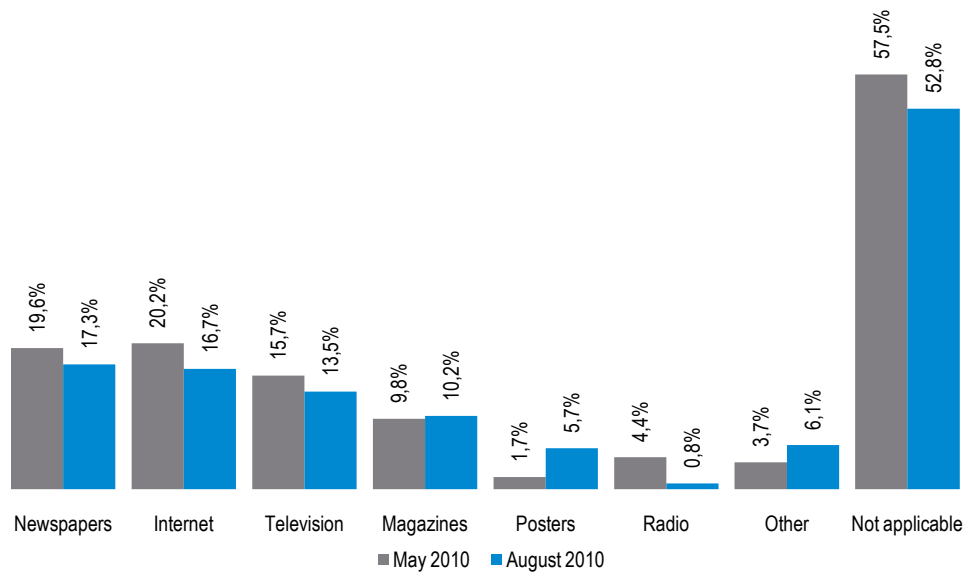
*Asked: Everyone.

DENMARK

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



Answers	Count	Pct. %	Confirm +/-
Newspapers	174	17,3%	2,3%
Internet (e.g. web sites, blogs, social media etc.)	168	16,7%	2,3%
Television	136	13,5%	2,1%
Magazines	102	10,2%	1,9%
Other (please specify)	62	6,1%	1,5%
Posters (i.e. outdoor media)	57	5,7%	1,4%
Radio	8	0,8%	0,5%
Not applicable - I have not noticed Iceland being advertised or discussed as a travel destination	532	52,8%	3,1%
Total	1008		
Answered	1008	100,0%	
Did not answer	0	0,0%	
Count	1008	100,0%	
Asked*	1008	100,0%	
Not asked	0	0,0%	
Number of participants	1008	100,0%	



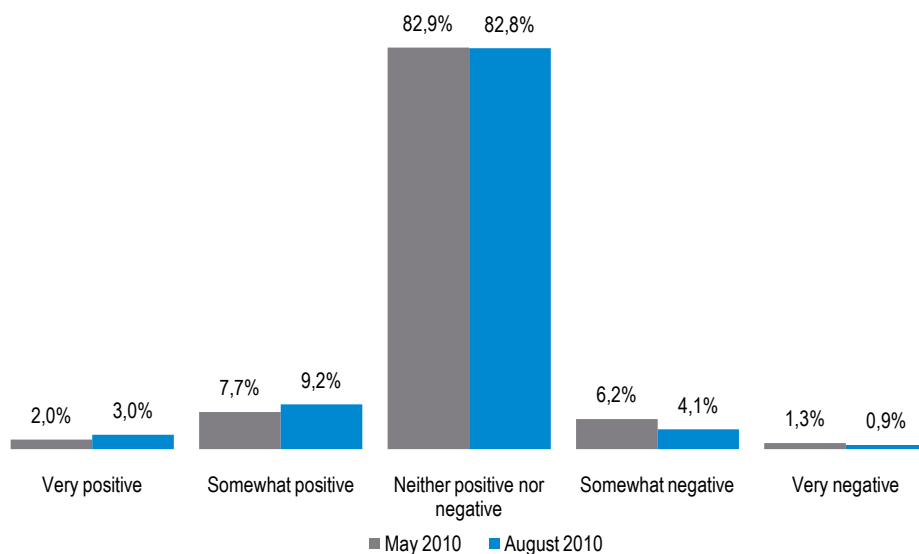
		Newspapers	Internet	Television	Magazines	Posters	Radio	Other	Not applicable	Total
Total	Total	17,3%	16,7%	13,5%	10,2%	5,7%	0,8%	6,1%	52,8%	1008
Gender	Male	13,8%	13,2%	11,0%	10,1%	5,9%	0,6%	7,7%	55,3%	503
	Female	20,8%	20,2%	16,1%	10,2%	5,4%	1,0%	4,5%	50,3%	505
Age	18-34 years	10,4%	14,1%	12,9%	5,7%	9,9%	1,4%	3,1%	56,9%	298
	35-54 years	14,5%	17,7%	11,7%	9,5%	4,6%	0,7%	5,8%	56,5%	406
	55-74 years	27,8%	17,8%	16,6%	15,4%	2,9%	0,3%	9,4%	43,8%	304
Family situation	Living with one or both parents	5,1%	26,2%	14,2%	5,1%	9,8%	-	5,1%	60,0%	20
	Single with children	13,3%	16,2%	11,1%	13,5%	5,7%	2,8%	2,7%	59,8%	34
	Single without children	17,3%	14,4%	12,3%	7,0%	6,1%	-	8,7%	54,3%	208
	Marr/civ partnership without children	20,7%	18,0%	14,3%	14,0%	5,3%	0,5%	7,0%	48,1%	371
	Marr/civ partnership with children	14,7%	16,5%	13,7%	8,1%	5,7%	1,4%	3,8%	56,5%	352
	Living in collective with children	100,0%	-	100,0%	-	-	-	-	-	1
	Living in collective without children	-	10,5%	11,1%	11,6%	-	-	-	55,5%	9
	Other	24,2%	14,7%	5,8%	5,8%	9,0%	-	14,7%	35,7%	14
Urban/ rural	Capital city area	19,1%	14,0%	9,4%	7,9%	8,6%	1,2%	6,8%	53,9%	252
	Urban (more than 100.000)	16,3%	15,9%	14,1%	10,6%	9,7%	0,6%	7,6%	50,6%	158
	Urban, 50.000 - 100.000 inhabitants	17,9%	13,1%	13,1%	12,8%	4,9%	1,0%	4,6%	51,0%	126
	Urban, 10.000 - 49.999 inhabitants	17,6%	20,6%	19,6%	11,2%	4,9%	1,0%	5,0%	47,9%	192
	Rural, less than 10.000 inhabitants	17,2%	16,1%	13,0%	9,6%	2,6%	-	7,0%	57,0%	184
	Rural	13,1%	22,9%	13,1%	10,7%	-	0,9%	4,6%	57,5%	97
Region	Capital city	18,7%	15,0%	12,5%	8,0%	8,3%	1,2%	6,5%	51,6%	310
	Sjælland	21,6%	16,5%	16,1%	14,1%	2,9%	1,3%	7,9%	46,6%	150
	Syddanmark	16,4%	19,2%	15,6%	13,3%	8,9%	0,6%	8,2%	50,0%	218
	Midtjylland	12,9%	15,7%	10,9%	6,9%	3,5%	-	3,0%	62,6%	225
	Nordjylland	18,0%	19,0%	14,0%	11,5%	-	0,9%	4,8%	49,5%	106

*Asked: Everyone.

Has the media coverage in connection with the volcanic eruption in Iceland had a positive or negative influence on your attitude towards Iceland as a tourist destination in the future?



Answers	Count	Pct. %	Conf. lim +/-
Very positive	29	3,0%	1,1%
Somewhat positive	91	9,2%	1,8%
Neither positive nor negative	815	82,8%	2,4%
Somewhat negative	41	4,1%	1,2%
Very negative	9	0,9%	0,6%
Count	985	100,0%	
Answered	985	97,7%	
Did not answer	23	2,3%	
Count	1008	100,0%	
Asked*	1008	100,0%	
Not asked	0	0,0%	
Number of participants	1008	100,0%	



		Very positive	Somewhat positive	Neither positive nor negative	Somewhat negative	Very negative	Count
Total	Total	3,0%	9,2%	82,8%	4,1%	0,9%	985
Gender	Male	2,0%	7,2%	85,6%	4,0%	1,3%	487
	Female	4,0%	11,3%	80,1%	4,2%	0,4%	498
Age	18-34 years	2,5%	9,1%	81,8%	5,9%	0,7%	292
	35-54 years	2,8%	9,8%	83,3%	3,4%	0,7%	399
	55-74 years	3,8%	8,6%	83,1%	3,3%	1,3%	294
Family situation	Living with one or both parents	-	8,9%	80,0%	11,2%	-	20
	Single with children	2,8%	14,6%	79,9%	2,7%	-	34
	Single without children	3,5%	8,3%	82,1%	5,0%	1,1%	202
	Marr/civ partnership without children	3,5%	7,9%	83,4%	4,0%	1,2%	362
	Marr/civ partnership with children	1,9%	11,2%	83,1%	3,1%	0,6%	346
	Living in collective with children	100,0%	-	-	-	-	1
	Living in collective without children	12,0%	-	76,2%	11,8%	-	8
Other	-	-	91,6%	8,4%	-	12	
Urban/rural	Capital city area	2,8%	10,2%	79,9%	5,9%	1,3%	249
	not capital city area	2,4%	8,6%	85,2%	2,5%	1,3%	157
	Urban, 50.000 - 100.000 inhabitants	4,9%	11,0%	80,7%	2,5%	0,8%	121
	Urban, 10.000 - 49.999 inhabitants	3,2%	7,5%	83,9%	4,9%	0,5%	185
	Rural, less than 10.000 inhabitants	1,8%	9,5%	83,6%	4,3%	0,9%	180
	Rural	3,9%	8,3%	85,6%	2,2%	-	92
Region	Capital city	3,5%	9,1%	81,3%	4,8%	1,3%	305
	Sjælland	2,7%	8,2%	85,9%	3,1%	-	146
	Syddanmark	3,4%	11,1%	81,5%	3,5%	0,5%	211
	Midtjylland	1,7%	8,3%	85,4%	4,2%	0,4%	220
	Nordjylland	3,6%	9,2%	80,0%	4,8%	2,5%	103

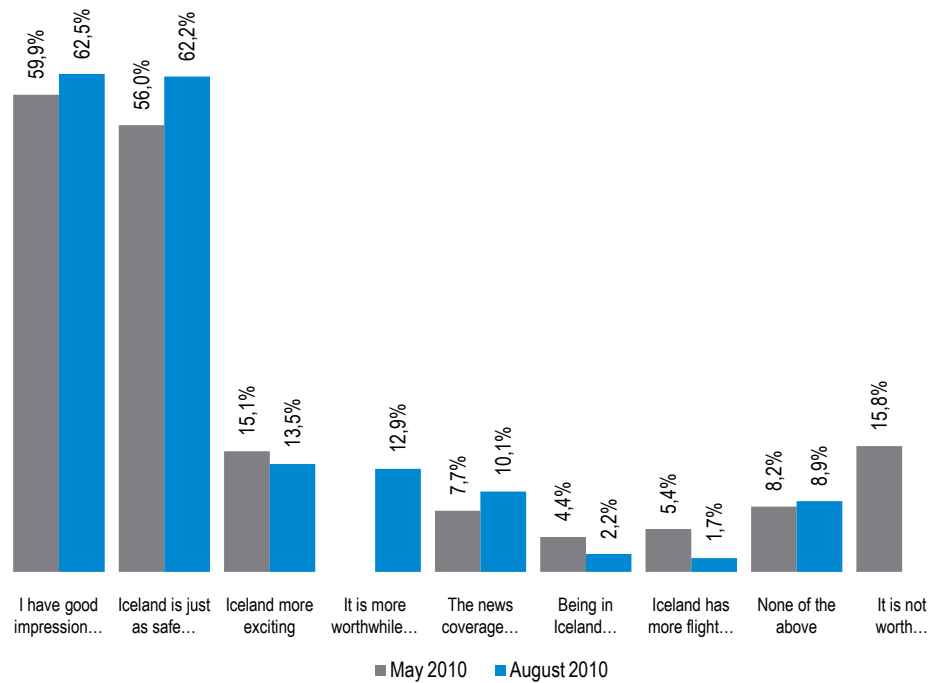
*Asked: Everyone.

DENMARK

Below are some statements others have made about Iceland as a travel destination. Which of these, if any, would you your self associate with Iceland as a travel destination following the recent volcanic activity?



Answers	Count	Pct. %	Confirm +/-
I generally have a good impression of Iceland as a tourist destination	630	62,5%	3,0%
Iceland is just as safe as any other travel destination	627	62,2%	3,0%
Iceland has become more exciting	137	13,5%	2,1%
It is more worthwhile to visit Iceland because of Eyjafjallajökull and volcanic activity	130	12,9%	2,1%
The news coverage has encouraged me to learn more about Iceland	102	10,1%	1,9%
Being in Iceland could be dangerous for my health	23	2,2%	0,9%
Iceland has more flight disruptions than elsewhere	18	1,7%	0,8%
None of the above	89	8,9%	1,8%
Total	1008		
Answered	1008	100,0%	
Did not answer	0	0,0%	
Count	1008	100,0%	
Asked*	1008	100,0%	
Not asked	0	0,0%	
Number of participants	1008	100,0%	



		I generally have a good impression of Iceland as a tourist destination	Iceland is just as safe as any other travel destination	Iceland has become more exciting	It is more worthwhile to visit Iceland because of Eyjafjallajökull and volcanic activity	The news coverage has encouraged me to learn more about Iceland	Being in Iceland could be dangerous for my health	Iceland has more flight disruptions than elsewhere	None of the above	Total
Total	Total	62,5%	62,2%	13,5%	12,9%	10,1%	2,2%	1,7%	8,9%	1008
Gender	Male	63,6%	60,2%	10,8%	11,3%	7,7%	1,9%	1,6%	9,3%	503
	Female	61,3%	64,1%	16,2%	14,6%	12,5%	2,6%	1,8%	8,4%	505
Age	18-34 years	62,6%	61,0%	12,9%	13,2%	9,2%	2,6%	1,3%	9,7%	298
	35-54 years	61,3%	64,1%	13,8%	14,6%	11,6%	1,6%	1,9%	9,6%	406
	55-74 years	63,9%	60,7%	13,8%	10,4%	9,0%	2,8%	1,9%	7,0%	304
Family situation	Living with one or both parents	74,0%	52,7%	4,0%	23,7%	10,9%	5,1%	11,2%	5,1%	20
	Single with children	55,6%	59,3%	13,3%	16,2%	9,2%	-	-	16,2%	34
	Single without children	64,1%	62,1%	14,3%	8,9%	7,0%	2,9%	0,6%	8,6%	208
	Marr/civ partnership without children	60,5%	64,1%	14,6%	12,6%	9,4%	2,7%	1,7%	8,8%	371
	Marr/civ partnership with children	64,6%	61,9%	12,1%	13,9%	12,8%	1,6%	2,2%	7,8%	352
	Living in collective with children	100,0%	100,0%	-	-	-	-	-	-	1
	Living in collective without children	54,8%	43,8%	33,3%	44,9%	11,1%	-	-	11,1%	9
Other	38,1%	49,1%	13,0%	13,0%	5,8%	-	-	29,1%	14	
Urban/rural	Capital city area	60,1%	61,5%	16,1%	11,7%	8,8%	2,9%	1,0%	11,2%	252
	inhabitants), not capital city area	63,7%	63,3%	15,3%	12,4%	12,6%	3,0%	1,8%	7,0%	158
	Urban, 50.000 - 100.000 inhabitants	61,3%	59,5%	11,8%	10,2%	9,4%	2,3%	2,3%	4,9%	126
	Urban, 10.000 - 49.999 inhabitants	60,3%	63,8%	9,5%	13,6%	10,6%	2,1%	1,0%	9,7%	192
	Rural, less than 10.000 inhabitants	65,4%	61,2%	12,5%	14,0%	7,6%	1,0%	3,0%	11,6%	184
	Rural	66,7%	63,8%	16,2%	17,2%	13,6%	2,0%	2,1%	4,0%	97
Region	Capital city	63,0%	61,8%	12,7%	12,0%	8,7%	2,7%	1,4%	10,3%	310
	Sjælland	57,1%	58,9%	11,6%	12,4%	10,6%	1,3%	2,0%	5,8%	150
	Syddanmark	66,9%	69,8%	15,1%	16,4%	11,9%	1,4%	0,9%	8,3%	218
	Midtjylland	62,5%	60,2%	14,3%	11,6%	9,2%	3,3%	3,2%	8,7%	225
	Nordjylland	59,1%	56,2%	14,0%	12,0%	11,6%	1,8%	1,0%	10,5%	106

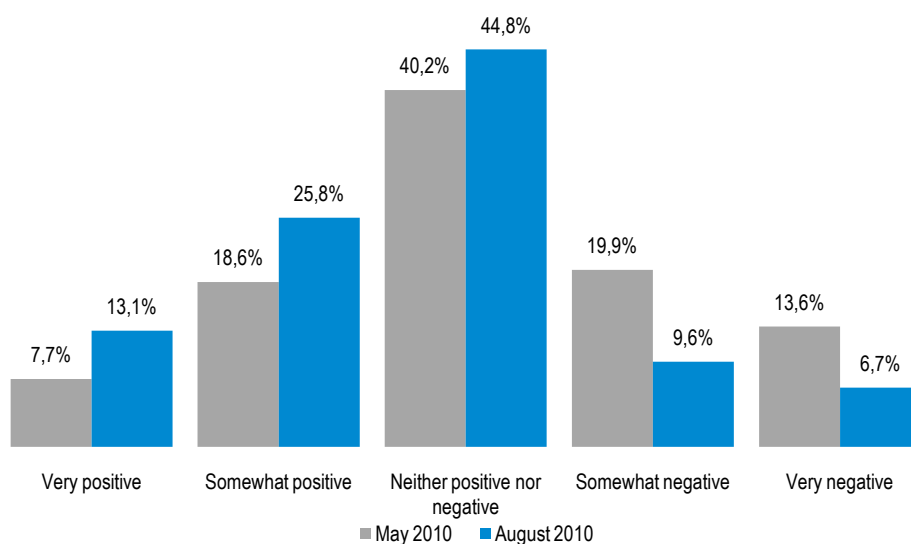
*Asked: Everyone.

New statement in August 2010:
It is more worthwhile to visit Iceland because of Eyjafjallajökull and volcanic activity.
 Asked in May 2010 not in August 2010:
It is not worth the bother to visit Iceland while Eyjafjallajökull is erupting

UNITED KINGDOM

How positive or negative are you towards Iceland as a travel destination?

Answers	Count	Pct. %	Conf. lim +/-
Very positive	255	13,1%	1,5%
Somewhat positive	503	25,8%	1,9%
Neither positive nor negative	873	44,8%	2,2%
Somewhat negative	187	9,6%	1,3%
Very negative	130	6,7%	1,1%
Total	1949	100,0%	
Answered	1988	93,5%	
Did not answer	138	6,5%	
Count	2126	100,0%	
Asked*	2126	100,0%	
Not asked	0	0,0%	
Number of participants	2126	100,0%	



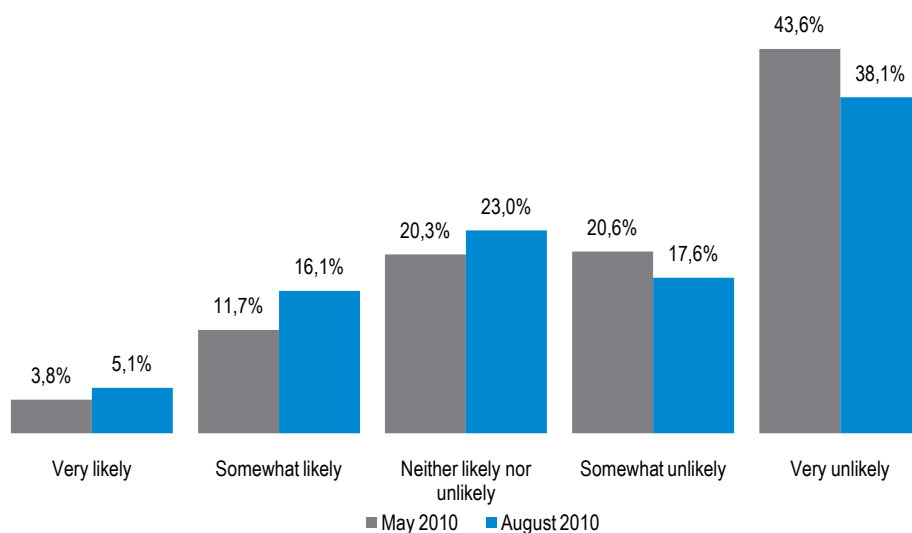
		Very positive	Somewhat positive	Neither positive nor negative	Somewhat negative	Very negative	Total
Total	Total	13,1%	25,8%	44,8%	9,6%	6,7%	1949
Gender	Male	12,3%	27,0%	43,9%	9,7%	7,1%	961
	Female	13,9%	24,7%	45,6%	9,5%	6,3%	988
Age	18 to 24	16,6%	32,0%	41,4%	6,2%	3,9%	230
	25 to 34	16,6%	36,1%	38,5%	6,7%	2,2%	341
	35 to 44	16,1%	27,8%	44,2%	8,5%	3,5%	337
	45 to 54	10,2%	23,8%	50,5%	8,8%	6,6%	350
	55+	10,2%	18,8%	46,4%	13,1%	11,4%	692
Marital status	Married/ Civil Partnership	11,3%	22,0%	47,3%	11,1%	8,2%	992
	Living as married	18,4%	28,4%	44,5%	7,1%	1,7%	250
	Separated/ Divorced	8,3%	23,0%	48,0%	10,1%	10,5%	162
	Widowed	7,4%	21,3%	42,7%	10,6%	18,0%	50
	Never married	16,0%	33,7%	39,0%	7,7%	3,6%	492
Grouped Urban for England, Scotland & Wales	Urban	12,4%	25,6%	45,2%	9,2%	7,6%	1272
	Town and Fringe	15,2%	22,5%	44,2%	9,9%	8,2%	164
	Rural	15,8%	28,3%	41,2%	12,2%	2,5%	165
Region	North	8,8%	25,5%	48,3%	9,5%	7,8%	480
	Midlands	9,2%	20,4%	50,9%	12,3%	7,1%	308
	East	15,6%	32,3%	38,0%	8,6%	5,5%	184
	London	19,3%	31,7%	33,9%	6,4%	8,7%	258
	South	15,8%	24,6%	44,6%	10,0%	5,0%	455
	Wales	14,1%	25,4%	44,9%	9,5%	6,2%	91
	Scotland	12,2%	24,2%	48,1%	9,7%	5,8%	174

*Asked: Everyone.

UNITED KINGDOM

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

Answers	Count	Pct. %	Conf. lim +/-
Very likely	103	5,1%	1,0%
Somewhat likely	324	16,1%	1,6%
Neither likely nor unlikely	461	23,0%	1,8%
Somewhat unlikely	353	17,6%	1,7%
Very unlikely	764	38,1%	2,1%
Total	2005	100,0%	
Answered	2033	95,6%	
Did not answer	93	4,4%	
Count	2126	100,0%	
Asked*	2126	100,0%	
Not asked	0	0,0%	
Number of participants	2126	100,0%	



		Very likely	Somewhat likely	Neither likely nor unlikely	Somewhat unlikely	Very unlikely	Total
Total	Total	5,1%	16,1%	23,0%	17,6%	38,1%	2005
Gender	Male	5,9%	14,5%	24,6%	17,3%	37,7%	969
	Female	4,5%	17,7%	21,5%	17,9%	38,5%	1036
Age	18 to 24	8,0%	24,4%	35,1%	17,1%	15,4%	234
	25 to 34	10,2%	25,3%	25,4%	18,6%	20,5%	347
	35 to 44	5,9%	17,1%	26,2%	17,4%	33,4%	354
	45 to 54	3,4%	13,7%	22,8%	18,3%	41,9%	351
	55+	2,3%	9,7%	16,4%	17,1%	54,5%	719
Marital status	Married/ Civil Partnership	3,0%	12,9%	21,1%	19,5%	43,6%	1024
	Living as married	11,4%	18,9%	24,2%	17,6%	27,9%	256
	Separated/ Divorced	2,1%	10,4%	20,1%	13,1%	54,4%	178
	Widowed	1,6%	9,9%	23,1%	2,2%	63,2%	52
	Never married	8,0%	24,3%	27,5%	17,2%	23,0%	491
Grouped Urban for England, Scotland & Wales	Urban	4,6%	15,5%	23,6%	17,7%	38,7%	1321
	Town and Fringe	6,1%	9,6%	19,3%	21,8%	43,2%	174
	Rural	4,3%	19,4%	19,4%	16,8%	40,1%	168
Region	North	2,4%	14,7%	22,5%	17,5%	42,9%	491
	Midlands	2,8%	11,4%	19,7%	20,8%	45,2%	330
	East	8,0%	20,0%	26,0%	12,7%	33,3%	194
	London	11,4%	23,4%	21,9%	13,2%	30,1%	258
	South	5,1%	16,8%	23,9%	20,1%	34,2%	462
	Wales	5,2%	13,4%	22,0%	15,8%	43,7%	96
	Scotland	4,9%	13,9%	27,1%	18,4%	35,8%	173

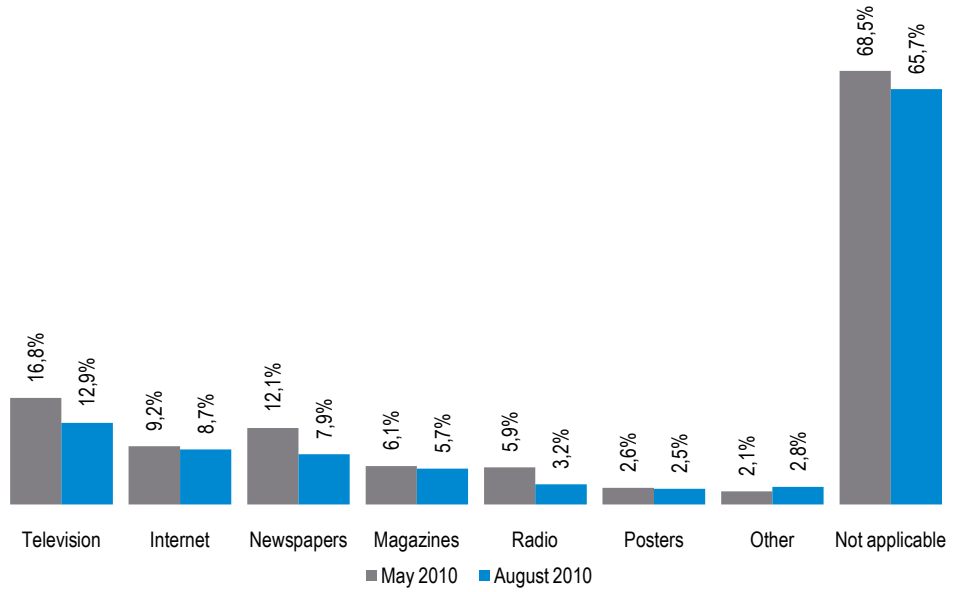
*Asked: Everyone.

UNITED KINGDOM

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



Answers	Count	Pct. %	Conf. lim +/-
Television	275	12,9%	1,4%
Internet (e.g. web sites, blogs, social media etc.)	185	8,7%	1,2%
Newspapers	168	7,9%	1,1%
Magazines	121	5,7%	1,0%
Radio	68	3,2%	0,7%
Posters (i.e. outdoor media)	53	2,5%	0,7%
Other	60	2,8%	0,7%
Not applicable - I have not noticed Iceland being advertised or discussed as a travel destination	1396	65,7%	2,0%
Total	2126		
Answered	2126	100,0%	
Did not answer	0	0,0%	
Count	2126	100,0%	
Asked*	2126	100,0%	
Not asked	0	0,0%	
Number of participants	2126	100,0%	

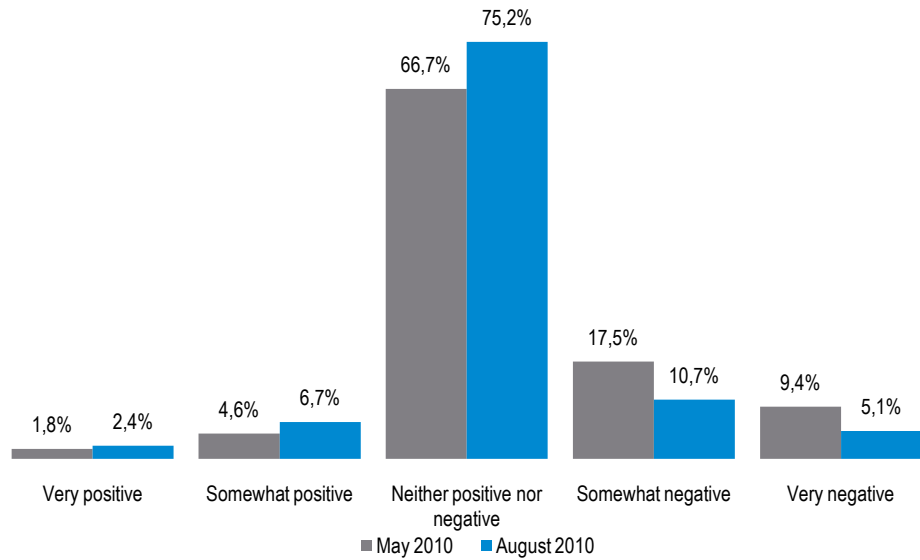


		Television	Internet	Newspapers	Magazines	Radio	Posters	Other	Not applicable	Total
Total	Total	12,9%	8,7%	7,9%	5,7%	3,2%	2,5%	2,8%	65,7%	2126
Gender	Male	16,4%	12,2%	11,4%	6,8%	4,8%	2,7%	2,3%	60,2%	1020
	Female	9,7%	5,4%	4,7%	4,6%	1,7%	2,3%	3,3%	70,7%	1106
Age	18 to 24	13,6%	13,4%	7,1%	2,6%	6,5%	5,8%	3,5%	59,9%	255
	25 to 34	13,4%	12,1%	7,0%	5,9%	3,2%	4,4%	2,7%	60,5%	376
	35 to 44	13,5%	13,1%	8,1%	8,5%	3,0%	2,8%	2,3%	66,1%	372
	45 to 54	10,4%	5,7%	5,2%	3,3%	2,0%	1,5%	2,2%	71,2%	378
	55+	13,5%	4,6%	9,9%	6,4%	2,7%	0,7%	3,2%	67,3%	744
Marital status	Married/ Civil Partnership	13,1%	6,5%	8,4%	6,4%	2,2%	1,8%	2,3%	67,8%	1068
	Living as married	15,0%	13,0%	6,3%	6,4%	2,9%	1,8%	2,9%	58,8%	274
	Separated/ Divorced	6,9%	6,2%	5,6%	2,9%	1,0%	1,9%	3,3%	77,1%	188
	Widowed	13,0%	2,3%	10,3%	9,0%	-	4,5%	2,7%	63,2%	56
	Never married	13,7%	12,4%	8,3%	4,5%	6,4%	4,2%	3,7%	60,9%	535
Grouped Urban for England, Scotland & Wales	Urban	11,9%	8,6%	7,5%	5,8%	3,0%	2,1%	3,0%	66,2%	1379
	Town and Fringe	12,4%	8,0%	5,7%	4,3%	1,8%	0,7%	2,8%	66,4%	183
	Rural	17,6%	5,4%	9,2%	5,1%	3,4%	1,3%	1,7%	68,6%	180
Region	North	11,2%	7,2%	5,2%	4,4%	2,2%	1,3%	3,0%	69,1%	523
	Midlands	11,6%	9,6%	7,9%	4,0%	2,4%	2,4%	1,9%	67,9%	349
	East	14,2%	8,6%	9,1%	7,0%	5,8%	-	3,6%	63,3%	204
	London	12,7%	12,5%	12,7%	8,2%	4,4%	10,1%	3,5%	57,2%	272
	South	15,1%	7,3%	7,6%	6,6%	3,6%	1,5%	2,4%	66,5%	487
	Wales	13,1%	7,4%	9,6%	5,5%	2,9%	1,5%	2,8%	68,1%	106
	Scotland	13,2%	10,3%	7,2%	4,8%	1,8%	0,2%	3,1%	63,5%	185

*Asked: Everyone.

Has the media coverage in connection with the volcanic eruption in Iceland had a positive or negative influence on your attitude towards Iceland as a tourist destination in the future?

Answers	Count	Pct. %	Conf. lim +/-
Very positive	48	2,4%	0,7%
Somewhat positive	132	6,7%	1,1%
Neither positive nor negative	1495	75,2%	1,9%
Somewhat negative	213	10,7%	1,4%
Very negative	101	5,1%	1,0%
Total	1989	100,0%	
Answered	1989	93,5%	
Did not answer	137	6,5%	
Count	2126	100,0%	
Asked*	2126	100,0%	
Not asked	0	0,0%	
Number of participants	2126	100,0%	



		Very positive	Somewhat positive	Neither positive nor negative	Somewhat negative	Very negative	Total
Total	Total	2,4%	6,7%	75,2%	10,7%	5,1%	1989
Gender	Male	3,0%	8,6%	72,8%	10,3%	5,4%	976
	Female	1,8%	4,8%	77,5%	11,1%	4,8%	1012
Age	18 to 24	3,6%	11,4%	66,0%	13,3%	5,8%	229
	25 to 34	4,0%	6,1%	77,2%	8,3%	4,4%	347
	35 to 44	3,4%	8,8%	74,4%	10,4%	3,0%	345
	45 to 54	1,7%	4,5%	79,2%	10,3%	4,3%	352
	55+	1,0%	5,4%	75,6%	11,4%	6,6%	715
Marital status	Married/ Civil Partnership	1,6%	6,0%	75,6%	11,3%	5,5%	1020
	Living as married	5,1%	6,0%	77,1%	9,8%	2,0%	253
	Separated/ Divorced	2,2%	3,7%	75,0%	11,7%	7,5%	170
	Widowed	2,0%	4,4%	75,8%	8,2%	9,7%	52
	Never married	2,8%	9,6%	73,3%	9,9%	4,4%	490
Grouped Urban for England, Scotland & Wales	Urban	2,7%	5,4%	75,7%	11,0%	5,3%	1293
	Town and Fringe	0,5%	7,7%	76,1%	11,0%	4,7%	169
	Rural	3,2%	9,5%	75,1%	6,8%	5,3%	168
Region	North	0,6%	5,9%	76,5%	11,0%	6,0%	488
	Midlands	2,7%	6,2%	71,1%	14,4%	5,6%	317
	East	2,6%	10,4%	72,7%	9,8%	4,6%	196
	London	2,9%	7,9%	76,5%	9,4%	3,4%	258
	South	3,3%	6,3%	76,5%	9,7%	4,3%	456
	Wales	3,8%	7,9%	71,8%	5,0%	11,5%	95
	Scotland	2,9%	4,2%	78,3%	11,8%	2,8%	179

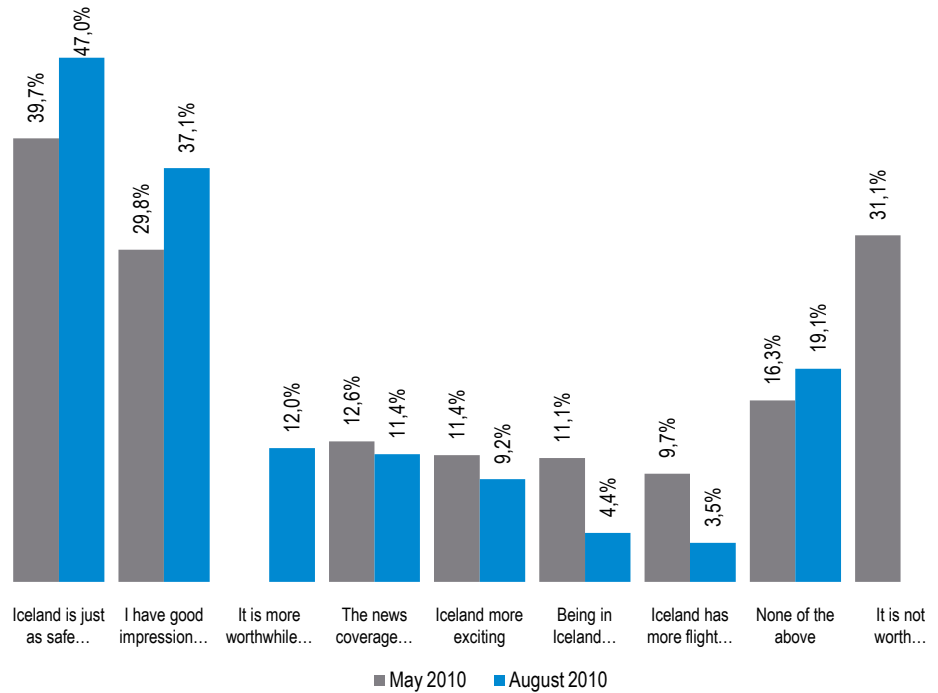
*Asked: Everyone.

UNITED KINGDOM



Below are some statements others have made about Iceland as a travel destination. Which of these, if any, would you your self associate with Iceland as a travel destination following the recent volcanic activity?

Answers	Count	Pct. %	Confirm +/-
Iceland is just as safe as any other travel destination	999	47,0%	2,1%
I generally have a good impression of Iceland as a tourist destination	788	37,1%	2,1%
It is more worthwhile to visit Iceland because of Eyjafjallajokull and volcanic activity	255	12,0%	1,4%
The news coverage has encouraged me to learn more about Iceland	243	11,4%	1,4%
Iceland has become more exciting	196	9,2%	1,2%
Being in Iceland could be dangerous for my health	93	4,4%	0,9%
Iceland has more flight disruptions than elsewhere	74	3,5%	0,8%
None of the above	406	19,1%	1,7%
Total	2126		
Answered	2126	100,0%	
Did not answer	0	0,0%	
Count	2126	100,0%	
Asked*	2126	100,0%	
Not asked	0	0,0%	
Number of participants	2126	100,0%	



		Iceland is just as safe as any other travel destination	I generally have a good impression of Iceland as a tourist destination	It is more worthwhile to visit Iceland because of Eyjafjallajokull and volcanic activity	The news coverage has encouraged me to learn more about Iceland	Iceland has become more exciting	Being in Iceland could be dangerous for my health	Iceland has more flight disruptions than elsewhere	None of the above	Total
Total	Total	47,0%	37,1%	12,0%	11,4%	9,2%	4,4%	3,5%	19,1%	2126
Gender	Male	52,9%	39,8%	15,4%	13,6%	11,4%	4,7%	4,2%	17,2%	1020
	Female	41,5%	34,5%	8,8%	9,5%	7,2%	4,2%	2,8%	20,8%	1106
Age	18 to 24	50,7%	41,5%	20,5%	21,7%	20,3%	3,9%	6,1%	15,6%	255
	25 to 34	48,5%	44,6%	13,0%	11,3%	8,2%	4,8%	2,8%	17,1%	376
	35 to 44	43,2%	33,6%	13,1%	10,2%	9,7%	3,7%	3,2%	18,4%	372
	45 to 54	50,7%	37,1%	11,2%	8,2%	7,1%	4,7%	4,0%	19,6%	378
	55+	44,9%	33,5%	8,4%	10,2%	6,8%	4,6%	2,8%	21,4%	744
Marital status	Married/ Civil Partnership	44,9%	34,5%	10,5%	9,0%	7,9%	5,4%	3,6%	20,6%	1068
	Living as married	52,9%	43,2%	12,6%	10,9%	9,8%	2,8%	2,8%	17,2%	274
	Separated/ Divorced	41,8%	29,9%	9,4%	7,1%	4,9%	3,8%	3,5%	25,5%	188
	Widowed	40,8%	27,3%	12,7%	15,1%	8,3%	2,3%	2,9%	18,7%	56
	Never married	50,5%	42,7%	15,4%	17,8%	13,2%	3,7%	3,7%	14,9%	535
Grouped Urban for England, Scotland & Wales	Urban	46,3%	36,3%	11,4%	9,9%	8,5%	4,1%	3,6%	21,2%	1379
	Town and Fringe	51,8%	39,1%	12,0%	9,3%	9,6%	5,7%	3,2%	13,5%	183
	Rural	51,8%	42,7%	9,9%	15,0%	9,3%	3,4%	3,1%	15,0%	180
Region	North	45,0%	32,1%	10,5%	10,2%	8,0%	5,0%	3,5%	21,4%	523
	Midlands	40,7%	32,3%	12,2%	10,8%	7,3%	5,2%	3,3%	20,5%	349
	East	50,3%	41,1%	12,3%	14,9%	6,9%	3,7%	3,0%	16,3%	204
	London	51,1%	47,7%	14,1%	13,0%	8,5%	4,2%	4,3%	16,9%	272
	South	47,0%	37,7%	11,3%	11,9%	12,6%	3,6%	3,3%	18,8%	487
	Wales	47,2%	38,0%	18,1%	11,9%	10,7%	6,5%	2,8%	15,6%	106
	Scotland	54,3%	38,0%	10,7%	8,6%	9,9%	3,2%	4,0%	19,3%	185

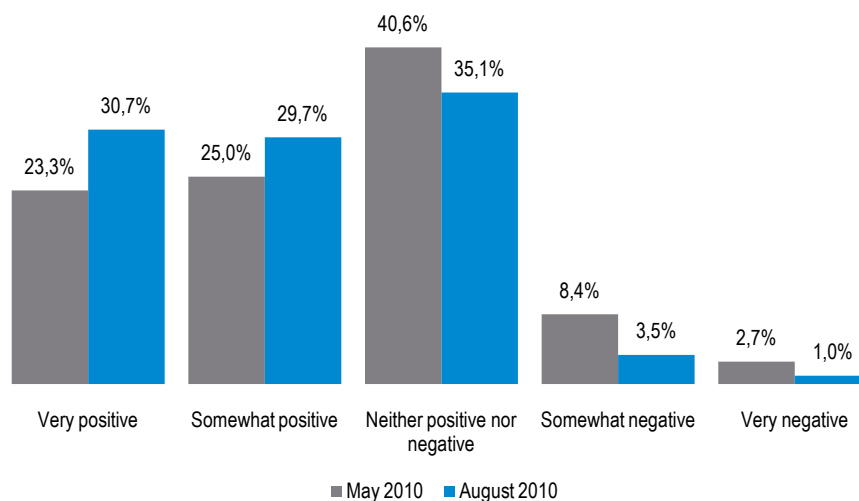
*Asked: Everyone.

New statement in August 2010:
It is more worthwhile to visit Iceland because of Eyjafjallajokull and volcanic activity.
 Asked in May 2010 not in August 2010:
It is not worth the bother to visit Iceland while Eyjafjallajokull is erupting

GERMANY

How positive or negative are you towards Iceland as a travel destination?

Answers	Count	Pct. %	Conf. lim +/-
Very positive	298	30,7%	2,9%
Somewhat positive	288	29,7%	2,9%
Neither positive nor negative	341	35,1%	3,0%
Somewhat negative	34	3,5%	1,2%
Very negative	10	1,0%	0,6%
Total	971	100,0%	
Answered	971	95,4%	
Did not answer	47	4,6%	
Count	1018	100,0%	
Asked*	1018	100,0%	
Not asked	0	0,0%	
Number of participants	1018	100,0%	



		Very positive	Somewhat positive	Neither positive nor negative	Somewhat negative	Very negative	Total
Total	Total	30,7%	29,7%	35,1%	3,5%	1,0%	971
Gender	Male	29,7%	33,9%	31,7%	3,9%	0,7%	477
	Female	31,6%	25,7%	38,4%	3,1%	1,3%	494
Age grouped	18-19 years	26,6%	29,2%	32,5%	6,8%	4,9%	24
	20-29 years	21,4%	38,3%	32,7%	5,9%	1,7%	132
	30-39 years	36,5%	30,6%	29,3%	2,1%	1,7%	147
	40-49 years	31,4%	28,6%	36,1%	3,4%	0,5%	198
	50 years plus	31,3%	27,5%	37,3%	3,2%	0,6%	470
Life cycle	Single	30,6%	34,8%	30,2%	2,9%	1,5%	235
	Married	25,6%	30,7%	39,9%	2,8%	1,0%	427
	Partnership after the life partnership law	45,9%	17,4%	26,6%	10,2%	-	18
	With Partner/in living together	37,9%	33,1%	21,2%	7,9%	-	135
	Separated living	15,4%	32,5%	47,1%	4,9%	-	14
	Divorced	39,9%	18,5%	39,5%	2,1%	-	93
	Widowed	38,0%	9,3%	47,5%	-	5,2%	42
Refused	25,5%	33,7%	40,8%	-	-	6	
Urban/rural	Less than 2.000 inhabitants	36,8%	22,3%	34,2%	5,8%	0,9%	88
	2.000 - 5.000	22,1%	30,0%	43,7%	3,1%	1,2%	82
	5.000 - 10.000	27,5%	43,6%	19,5%	5,5%	4,0%	80
	10.000 - 20.000	27,4%	31,1%	37,2%	4,3%	-	112
	20.000 - 50.000	32,0%	25,5%	37,7%	4,3%	0,5%	140
	50.000 - 100.000	24,2%	35,2%	34,3%	2,8%	3,4%	103
	100.000 - 200.000	38,5%	24,3%	32,9%	4,3%	-	92
	200.000 - 500.000	33,8%	23,0%	39,7%	3,4%	-	86
	500.000 - 1.000.000	34,2%	33,0%	31,3%	0,8%	0,7%	103
1.000.000 or more inhabitants	29,4%	31,2%	38,6%	0,8%	-	85	

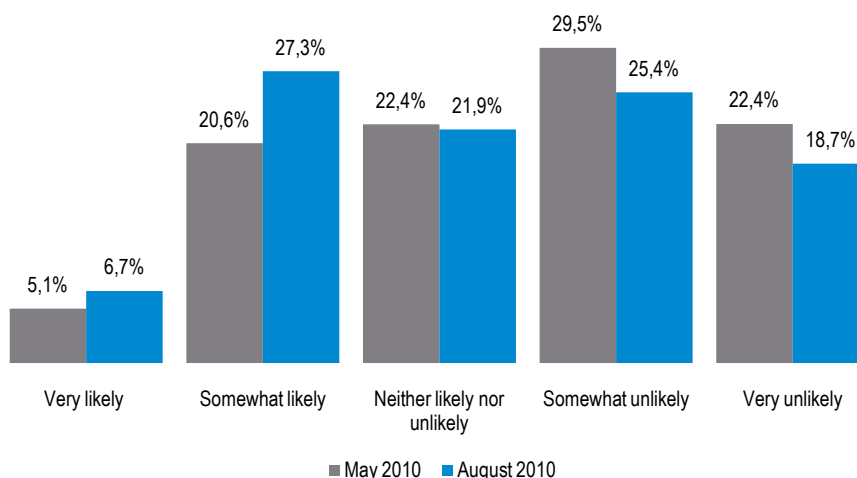
*Asked: Everyone.

		Very positive	Somewhat positive	Neither positive nor negative	Somewhat negative	Very negative	Count
Total	Total	30,7%	29,7%	35,1%	3,5%	1,0%	971
Region	Schleswig-Holstein	37,0%	21,6%	38,6%	2,8%	-	31
	Hamburg	24,4%	38,3%	37,3%	-	-	20
	Niedersachsen	32,0%	32,2%	33,8%	1,0%	1,0%	93
	Bremen	37,7%	32,0%	30,3%	-	-	7
	Nordrhein-Westfalen	28,5%	28,0%	37,8%	3,7%	2,0%	216
	Hessen	22,4%	40,1%	35,4%	-	2,1%	70
	Rheinland-Pfalz	30,8%	30,0%	37,1%	2,0%	-	41
	Baden-Württemberg	31,4%	32,4%	30,4%	5,8%	-	126
	Bayern	35,5%	26,9%	34,5%	2,4%	0,7%	143
	Saarland	40,6%	17,6%	33,3%	8,6%	-	12
	Berlin	26,2%	35,3%	38,5%	-	-	40
	Brandenburg	20,8%	36,5%	40,6%	2,1%	-	32
	Mecklenburg-Vorpommern	9,1%	24,2%	52,4%	4,6%	9,8%	22
	Sachsen	41,0%	30,3%	26,4%	2,2%	-	62
	Sachsen-Anhalt	23,8%	15,7%	43,2%	17,3%	-	27
	Thüringen	44,0%	19,3%	23,2%	13,5%	-	29

GERMANY

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

Answers	Count	Pct. %	Cont.lim +/-
Very likely	66	6,7%	1,6%
Somewhat likely	266	27,3%	2,8%
Neither likely nor unlikely	213	21,9%	2,6%
Somewhat unlikely	247	25,4%	2,7%
Very unlikely	182	18,7%	2,4%
Total	975	100,0%	
Answered	975	95,8%	
Did not answer	43	4,2%	
Count	1018	100,0%	
Asked*	1018	100,0%	
Not asked	0	0,0%	
Number of participants	1018	100,0%	



		Very likely	Somewhat likely	Neither likely nor unlikely	Somewhat unlikely	Very unlikely	Total
Total	Total	6,7%	27,3%	21,9%	25,4%	18,7%	975
Gender	Male	7,7%	30,3%	22,6%	24,7%	14,7%	481
	Female	5,8%	24,4%	21,2%	26,0%	22,6%	494
Age grouped	18-19 years	17,8%	22,4%	26,5%	21,5%	11,7%	24
	20-29 years	6,7%	31,1%	21,1%	26,4%	14,7%	134
	30-39 years	11,2%	33,3%	27,7%	15,5%	12,3%	147
	40-49 years	5,6%	31,5%	19,5%	26,4%	17,0%	196
	50 years plus	5,3%	22,9%	21,1%	27,9%	22,8%	473
Life cycle	Single	8,3%	33,8%	21,9%	23,1%	12,9%	234
	Married	4,7%	25,1%	23,8%	28,3%	18,2%	427
	Partnership after the life partnership law	5,0%	41,8%	10,6%	23,4%	19,1%	18
	With Partner/in living together	12,6%	28,7%	22,8%	19,9%	16,0%	137
	Separated living	-	5,6%	25,4%	53,4%	15,6%	15
	Divorced	6,1%	18,9%	16,5%	24,5%	34,1%	97
	Widowed	4,9%	27,1%	17,4%	22,0%	28,6%	42
	Refused	-	56,9%	10,6%	-	32,5%	5
Urban/rural	Less than 2.000 inhabitants	9,0%	23,5%	13,6%	29,2%	24,6%	88
	2.000 - 5.000	4,3%	23,7%	23,1%	26,9%	22,0%	79
	5.000 - 10.000	5,7%	28,5%	31,3%	19,5%	15,0%	81
	10.000 - 20.000	7,2%	24,5%	18,8%	27,1%	22,4%	112
	20.000 - 50.000	6,5%	25,1%	27,4%	25,4%	15,6%	140
	50.000 - 100.000	6,1%	27,8%	17,7%	31,1%	17,4%	105
	100.000 - 200.000	13,4%	27,3%	18,1%	27,9%	13,3%	91
	200.000 - 500.000	4,7%	30,3%	17,6%	26,0%	21,4%	90
	500.000 - 1.000.000	4,4%	34,9%	23,9%	18,0%	18,7%	100
1.000.000 or more inhabitants	6,1%	28,3%	26,6%	21,4%	17,6%	90	

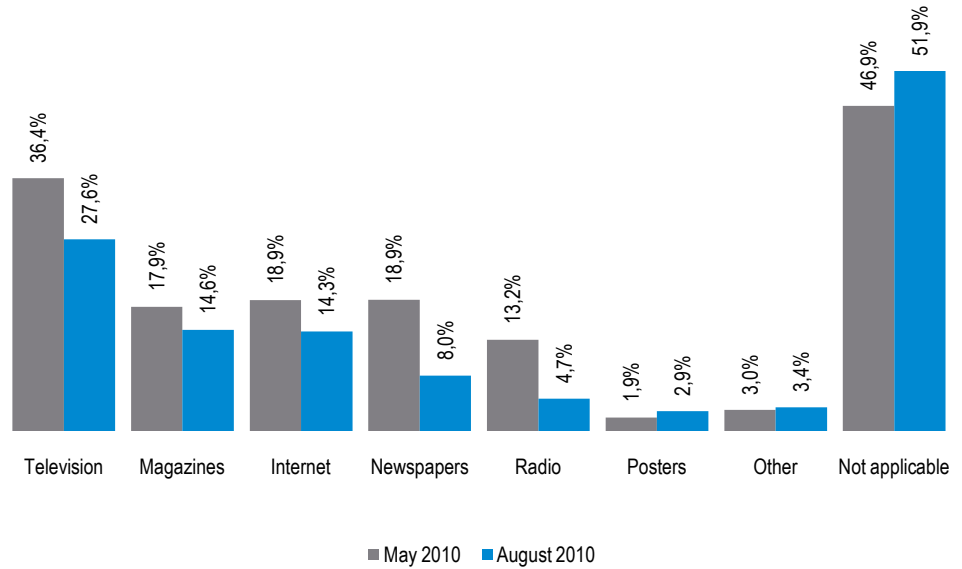
*Asked: Everyone.

		Very likely	Somewhat likely	Neither likely nor unlikely	Somewhat unlikely	Very unlikely	Count
Total	Total	6,7%	27,3%	21,9%	25,4%	18,7%	975
Region	Schleswig-Holstein	4,7%	30,4%	20,0%	27,3%	17,6%	29
	Hamburg	12,6%	30,3%	50,5%	4,2%	2,3%	20
	Niedersachsen	6,4%	26,5%	23,2%	30,4%	13,5%	96
	Bremen	-	33,2%	7,0%	33,6%	26,2%	7
	Nordrhein-Westfalen	5,3%	32,4%	22,2%	22,5%	17,7%	213
	Hessen	7,3%	21,7%	29,3%	29,3%	12,5%	70
	Rheinland-Pfalz	10,3%	34,3%	16,2%	33,6%	5,5%	42
	Baden-Württemberg	10,5%	29,4%	14,8%	21,0%	24,3%	126
	Bayern	8,3%	25,8%	23,6%	18,6%	23,7%	144
	Saarland	9,4%	9,4%	3,8%	45,5%	31,9%	11
	Berlin	4,9%	23,2%	19,1%	21,9%	30,9%	43
	Brandenburg	5,7%	27,7%	17,3%	33,4%	16,0%	34
	Mecklenburg-Vorpommern	-	15,7%	24,8%	33,9%	25,6%	22
	Sachsen	1,6%	29,8%	34,1%	23,5%	11,0%	61
	Sachsen-Anhalt	-	11,5%	10,8%	55,5%	22,3%	31
	Thüringen	14,1%	21,7%	14,8%	24,6%	24,8%	28

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



Answers	Count	Pct. %	Conf. lim +/-
Television	281	27,6%	2,7%
Magazines	148	14,6%	2,2%
Internet (e.g. web sites, blogs, social media etc.)	146	14,3%	2,2%
Newspapers	81	8,0%	1,7%
Radio	47	4,7%	1,3%
Posters (i.e. outdoor media)	29	2,9%	1,0%
Other (please specify)	35	3,4%	1,1%
Not applicable - I have not noticed Iceland being advertised or discussed as a travel destination	528	51,9%	3,1%
Count	1018		
Answered	1018	100,0%	
Did not answer	0	0,0%	
Count	1018	100,0%	
Asked*	1018	100,0%	
Not asked	0	0,0%	
Number of participants	1018	100,0%	



		Television	Magazines	Internet	Newspapers	Radio	Posters	Other	Not applicable	Total
Total	Total	27,6%	14,6%	14,3%	8,0%	4,7%	2,9%	3,4%	51,9%	1018
Gender	Male	29,4%	16,9%	17,0%	9,1%	5,7%	3,0%	2,7%	47,2%	493
	Female	25,9%	12,4%	11,8%	6,9%	3,7%	2,7%	4,0%	56,3%	525
Age grouped	18-19 years	38,9%	21,2%	18,9%	3,5%	-	11,3%	-	39,1%	25
	20-29 years	24,0%	13,6%	19,2%	6,1%	10,3%	5,3%	1,8%	54,1%	142
	30-39 years	24,1%	15,4%	15,3%	8,2%	4,2%	3,2%	3,1%	50,3%	153
	40-49 years	26,3%	11,7%	13,8%	6,7%	5,3%	2,0%	3,0%	53,4%	207
	50 years plus	29,7%	15,5%	12,6%	9,2%	3,2%	2,0%	4,3%	51,7%	491
Life cycle	Single	27,9%	17,9%	18,5%	9,1%	6,1%	3,8%	1,3%	47,9%	243
	Married	27,9%	14,3%	11,1%	8,6%	4,5%	1,7%	3,6%	53,4%	445
	Partnership after the life partnership law	12,6%	5,0%	9,5%	18,6%	8,1%	-	12,6%	64,3%	18
	With Partner/in living together	23,6%	16,2%	22,0%	4,1%	6,0%	3,6%	2,7%	49,7%	145
	Separated living	9,4%	6,1%	-	-	-	-	5,3%	75,4%	16
	Divorced	28,7%	11,3%	11,8%	7,2%	2,4%	3,7%	3,7%	56,4%	99
	Widowed	42,9%	5,6%	9,1%	9,0%	-	3,9%	9,8%	45,6%	46
	Refused	49,9%	36,6%	33,7%	-	-	24,4%	-	28,5%	6
Urban/rural	Less than 2.000 inhabitants	24,9%	13,5%	13,4%	7,8%	10,1%	2,9%	1,0%	56,6%	95
	2.000 - 5.000	22,7%	12,9%	10,3%	4,3%	2,8%	1,8%	1,8%	63,1%	84
	5.000 - 10.000	32,8%	10,5%	8,2%	13,6%	4,3%	0,8%	1,4%	52,3%	84
	10.000 - 20.000	31,5%	11,6%	15,8%	4,0%	1,2%	4,6%	6,7%	44,9%	120
	20.000 - 50.000	30,4%	13,9%	13,0%	8,1%	4,5%	1,4%	4,4%	52,1%	145
	50.000 - 100.000	26,1%	17,4%	13,2%	6,2%	6,7%	3,7%	2,9%	49,5%	109
	100.000 - 200.000	28,9%	22,2%	27,5%	15,6%	4,9%	6,3%	7,5%	40,7%	92
	200.000 - 500.000	24,7%	14,9%	12,9%	5,2%	5,3%	2,4%	2,8%	54,0%	91
	500.000 - 1.000.000	32,2%	15,4%	16,4%	7,5%	6,0%	2,3%	2,1%	49,1%	106
1.000.000 or more inhabitants	18,7%	13,8%	12,0%	9,1%	0,8%	2,3%	1,9%	60,2%	92	

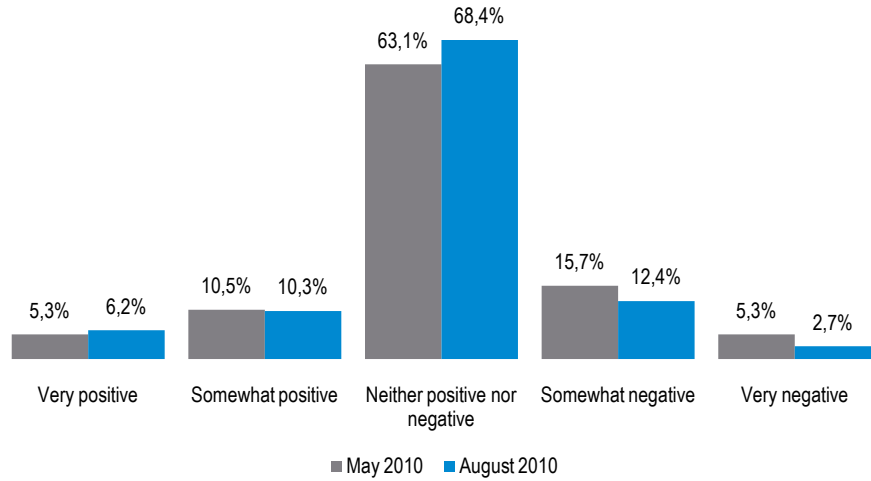
*Asked: Everyone.

		Television	Magazines	Internet	Newspapers	Radio	Posters	Other	Not applicable	Total
Total	Total	27,6%	14,6%	14,3%	8,0%	4,7%	2,9%	3,4%	51,9%	1018
Region	Schleswig-Holstein	35,2%	18,3%	15,1%	17,4%	4,0%	4,0%	3,7%	49,7%	34
	Hamburg	21,3%	15,4%	13,1%	21,7%	3,9%	-	-	60,7%	20
	Niedersachsen	38,7%	16,7%	9,9%	9,5%	2,9%	4,1%	3,0%	42,0%	99
	Bremen	30,1%	34,8%	16,7%	7,1%	7,1%	-	-	42,2%	8
	Nordrhein-Westfalen	27,6%	17,0%	16,4%	7,1%	6,2%	3,3%	2,9%	48,2%	225
	Hessen	33,8%	12,5%	17,7%	8,1%	8,0%	3,8%	1,5%	51,1%	72
	Rheinland-Pfalz	24,9%	14,9%	20,2%	3,5%	11,2%	8,9%	-	47,8%	44
	Baden-Württemberg	29,6%	14,7%	16,2%	5,1%	2,9%	2,6%	4,7%	52,5%	130
	Bayern	21,3%	13,3%	10,8%	10,0%	2,6%	2,2%	6,3%	55,5%	148
	Saarland	20,4%	8,2%	-	-	-	-	-	79,6%	12
	Berlin	16,2%	12,2%	10,4%	6,3%	1,6%	4,7%	3,9%	61,0%	44
	Brandenburg	33,1%	11,2%	17,3%	18,2%	3,9%	-	9,2%	52,9%	34
	Mecklenburg-Vorpommern	18,8%	13,7%	-	6,0%	4,6%	-	-	61,5%	22
	Sachsen	24,2%	11,8%	19,0%	3,9%	2,4%	1,3%	4,2%	47,4%	62
	Sachsen-Anhalt	24,7%	13,2%	6,6%	3,3%	6,6%	-	-	65,4%	33
	Thüringen	27,8%	7,8%	23,1%	7,1%	9,4%	-	-	59,5%	31

Has the media coverage in connection with the volcanic eruption in Iceland had a positive or negative influence on your attitude towards Iceland as a tourist destination in the future?



Answers	Cnt	Pct	Cnt
Very positive	60	6,2%	1,5%
Somewhat positive	101	10,3%	1,9%
Neither positive nor negative	669	68,4%	2,9%
Somewhat negative	122	12,4%	2,1%
Very negative	27	2,7%	1,0%
Total	979	100,0%	
Answered	979	96,2%	
Did not answer	39	3,8%	
Count	1018	100,0%	
Asked*	1018	100,0%	
Not asked	0	0,0%	
Number of participants	1018	100,0%	



		Very positive	Somewhat positive	Neither positive nor negative	Somewhat negative	Very negative	Total
Total	Total	6,2%	10,3%	68,4%	12,4%	2,7%	979
Gender	Male	6,8%	11,5%	66,7%	13,2%	1,8%	475
	Female	5,5%	9,1%	69,9%	11,8%	3,7%	504
Age grouped	18-19 years	10,3%	15,5%	57,0%	13,6%	3,6%	24
	20-29 years	4,6%	8,7%	65,8%	18,8%	2,0%	135
	30-39 years	5,6%	14,0%	69,5%	7,4%	3,5%	150
	40-49 years	5,3%	8,8%	70,1%	14,8%	1,0%	195
	50 years plus	6,9%	9,9%	68,6%	11,2%	3,4%	475
Life cycle	Single	6,4%	9,9%	68,3%	13,5%	1,9%	235
	Married	6,0%	9,6%	67,7%	14,5%	2,1%	427
	Partnership after the life partnership law	-	-	87,5%	8,1%	4,4%	18
	With Partner/in living together	9,0%	11,7%	64,7%	9,9%	4,8%	138
	Separated living	-	10,1%	74,1%	15,9%	-	15
	Divorced	1,4%	14,4%	76,9%	5,4%	2,0%	94
	Widowed	10,1%	11,4%	57,6%	12,2%	8,7%	46
Refused	25,5%	-	74,5%	-	-	6	
Urban/rural	Less than 2.000 inhabitants	5,5%	7,0%	77,0%	7,6%	2,9%	87
	2.000 - 5.000	8,4%	9,5%	70,9%	7,1%	4,2%	78
	5.000 - 10.000	4,0%	14,5%	58,5%	18,3%	4,8%	81
	10.000 - 20.000	9,0%	9,0%	69,4%	10,1%	2,5%	114
	20.000 - 50.000	10,3%	8,0%	65,8%	12,3%	3,6%	141
	50.000 - 100.000	5,5%	9,0%	68,5%	14,5%	2,5%	108
	100.000 - 200.000	7,0%	11,2%	68,8%	11,3%	1,7%	91
	200.000 - 500.000	5,6%	7,2%	70,9%	14,0%	2,3%	88
	500.000 - 1.000.000	2,7%	17,8%	63,8%	12,6%	2,9%	103
1.000.000 or more inhabitants	1,3%	10,6%	71,3%	16,8%	-	88	

*Asked: Everyone.

Has the media coverage in connection with the volcanic eruption in Iceland had a positive or negative influence on your attitude towards Iceland as a tourist destination in the future? 2nd part

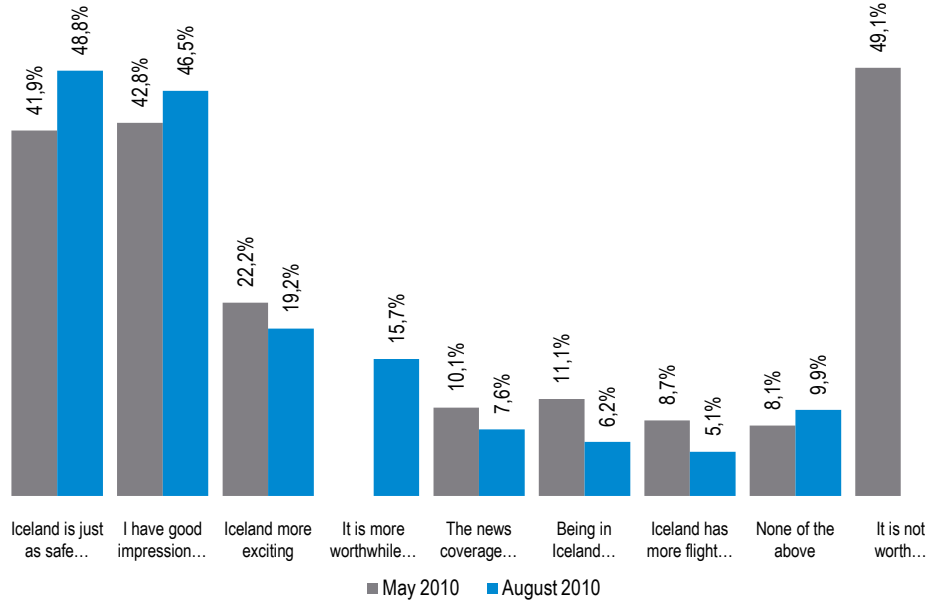
		Very positive	Somewhat positive	Neither positive nor negative	Somewhat negative	Very negative	Count
Total	Total	6,2%	10,3%	68,4%	12,4%	2,7%	979
Region	Schleswig-Holstein	13,2%	11,9%	62,7%	6,8%	5,5%	33
	Hamburg	2,0%	15,3%	78,4%	4,2%	-	19
	Niedersachsen	9,2%	6,3%	73,1%	11,4%	-	99
	Bremen	-	21,9%	65,3%	-	12,8%	7
	Nordrhein-Westfalen	7,3%	11,0%	67,1%	12,3%	2,4%	221
	Hessen	3,5%	14,7%	62,3%	14,2%	5,2%	68
	Rheinland-Pfalz	7,3%	15,8%	62,0%	14,9%	-	40
	Baden-Württemberg	6,3%	10,5%	68,3%	11,8%	3,1%	129
	Bayern	6,5%	9,4%	67,7%	11,9%	4,5%	137
	Saarland	-	8,2%	88,2%	3,5%	-	12
	Berlin	1,7%	16,9%	66,1%	13,5%	1,9%	43
	Brandenburg	7,6%	4,0%	81,6%	6,8%	-	32
	Mecklenburg-Vorpommern	-	-	46,8%	42,8%	10,5%	21
	Sachsen	1,6%	2,4%	83,0%	12,9%	-	60
	Sachsen-Anhalt	3,7%	10,3%	66,0%	17,2%	2,7%	29
	Thüringen	9,9%	17,7%	56,2%	10,8%	5,4%	29

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Below are some statements others have made about Iceland as a travel destination. Which of these, if any, would you your self associate with Iceland as a travel destination following the recent volcanic activity?

Answers	Count	Pct. %	Conf. lim +/-
Iceland is just as safe as any other travel destination	497	48,8%	3,1%
I generally have a good impression of Iceland as a tourist destination	473	46,5%	3,1%
Iceland has become more exciting	195	19,2%	2,4%
It is more worthwhile to visit Iceland because of Eyjafjallajökull and volcanic activity	160	15,7%	2,2%
The news coverage has encouraged me to learn more about Iceland	78	7,6%	1,6%
Being in Iceland could be dangerous for my health	63	6,2%	1,5%
Iceland has more flight disruptions than elsewhere	52	5,1%	1,3%
None of the above	101	9,9%	1,8%
Total	1018		
Answered	1018	100,0%	
Did not answer	0	0,0%	
Count	1018	100,0%	
Asked*	1018	100,0%	
Not asked	0	0,0%	
Number of participants	1018	100,0%	



		Iceland is just as safe as any other travel destination	I generally have a good impression of Iceland as a tourist destination	Iceland has become more exciting	It is more worthwhile to visit Iceland because of Eyjafjallajökull and volcanic activity	The news coverage has encouraged me to learn more about Iceland	Being in Iceland could be dangerous for my health	Iceland has more flight disruptions than elsewhere	None of the above	Total
Total	Total	48,8%	46,5%	19,2%	15,7%	7,6%	6,2%	5,1%	9,9%	1018
Gender	Male	53,8%	48,2%	22,1%	19,2%	8,4%	5,3%	5,7%	7,2%	493
	Female	44,1%	44,8%	16,4%	12,5%	6,9%	7,0%	4,5%	12,4%	525
Age grouped	18-19 years	19,4%	46,4%	17,1%	14,3%	7,4%	10,4%	24,3%	3,2%	25
	20-29 years	48,1%	41,6%	15,9%	16,6%	14,0%	8,4%	5,2%	16,4%	142
	30-39 years	49,6%	49,5%	23,2%	22,7%	8,1%	5,2%	6,1%	6,9%	153
	40-49 years	46,2%	41,1%	15,8%	14,1%	7,4%	8,7%	5,4%	10,5%	207
	50 years plus	51,3%	49,2%	20,4%	14,1%	5,7%	4,6%	3,6%	9,0%	491
Life cycle	Single	48,3%	46,2%	24,2%	21,7%	9,2%	4,3%	7,6%	12,0%	243
	Married	49,9%	48,8%	17,2%	15,6%	7,5%	7,1%	4,3%	7,3%	445
	Partnership after the life partnership law	54,2%	60,9%	12,6%	-	11,8%	5,5%	3,7%	7,8%	18
	With Partner/in living together	47,6%	42,1%	16,8%	14,4%	7,6%	6,4%	5,0%	11,1%	145
	Separated living	30,0%	36,7%	18,4%	20,2%	10,9%	4,6%	5,7%	9,5%	16
	Divorced	49,5%	45,8%	17,1%	8,9%	7,3%	7,0%	4,3%	12,1%	99
	Widowed	50,0%	39,9%	24,3%	8,8%	-	6,8%	1,5%	17,3%	46
	Refused	28,5%	33,7%	34,8%	12,2%	-	-	-	-	6
Urban/rural	Less than 2.000 inhabitants	50,8%	40,2%	20,3%	18,6%	7,5%	6,5%	4,8%	7,4%	95
	2.000 - 5.000	48,8%	52,7%	17,7%	14,1%	8,3%	7,6%	6,7%	10,3%	84
	5.000 - 10.000	51,1%	45,6%	17,9%	18,4%	10,6%	4,9%	5,2%	8,3%	84
	10.000 - 20.000	49,6%	42,2%	14,1%	13,0%	6,7%	5,3%	7,5%	10,6%	120
	20.000 - 50.000	47,1%	46,6%	13,8%	13,9%	7,9%	6,6%	4,5%	10,6%	145
	50.000 - 100.000	42,7%	46,6%	26,1%	13,4%	8,9%	6,0%	5,6%	13,5%	109
	100.000 - 200.000	50,3%	53,1%	28,6%	21,2%	8,2%	4,6%	5,2%	7,9%	92
200.000 - 500.000	42,4%	48,3%	17,6%	15,6%	7,7%	9,7%	1,9%	10,8%	91	
500.000 - 1.000.000	48,8%	48,9%	19,7%	12,5%	6,1%	8,7%	4,9%	8,3%	106	
1.000.000 or more inhabitants	58,4%	42,1%	19,2%	19,3%	4,8%	1,9%	4,0%	10,1%	92	

*Asked: Everyone.

New statement in August 2010:
It is more worthwhile to visit Iceland because of Eyjafjallajökull and volcanic activity.
 Asked in May 2010 not in August 2010:
It is not worth the bother to visit Iceland while Eyjafjallajökull is erupting

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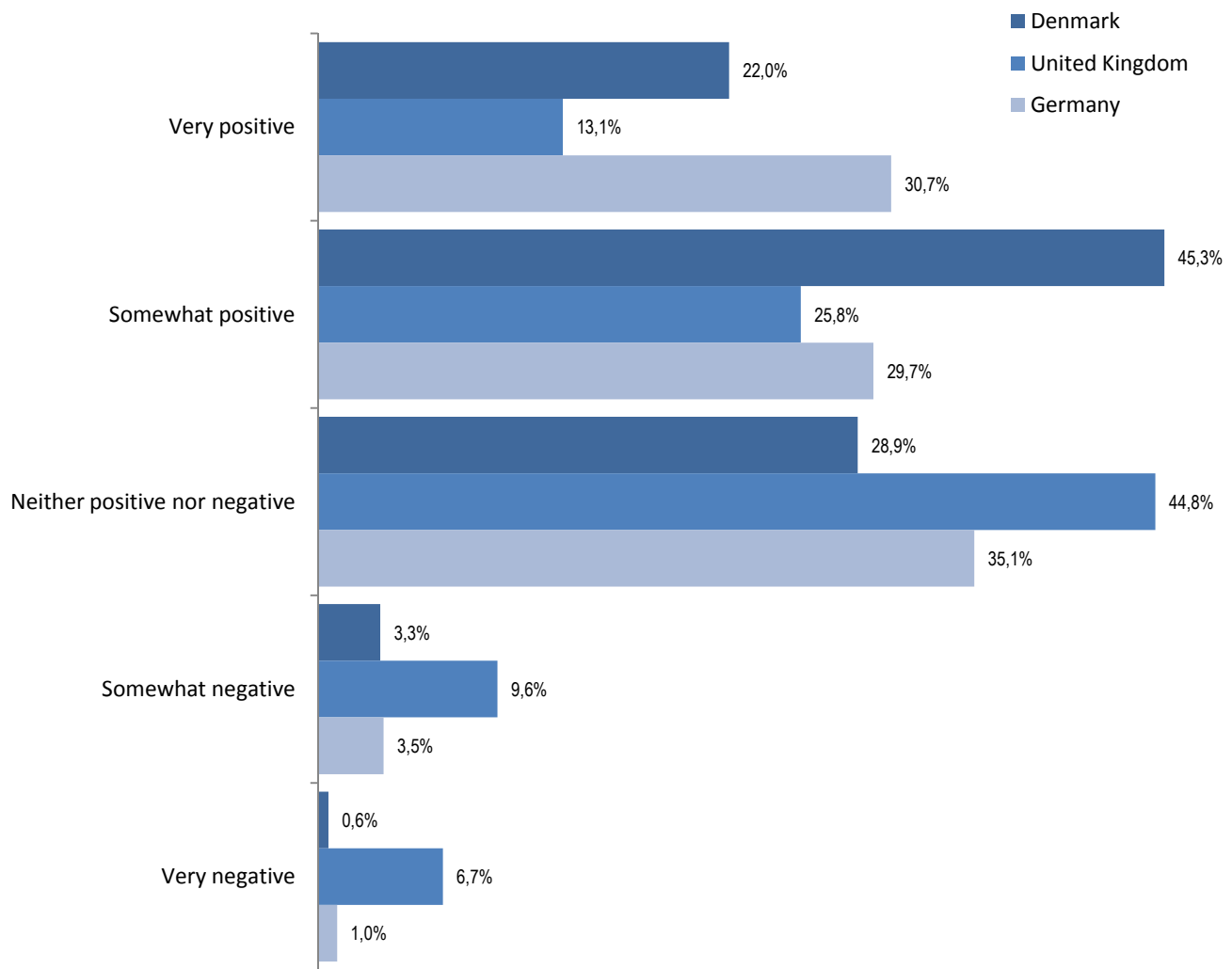
Below are some statements others have made about Iceland as a travel destination. Which of these, if any, would you your self associate with Iceland as a travel destination following the recent volcanic activity? 2nd part



		Iceland is just as safe as any other travel destination	I generally have a good impression of Iceland as a tourist destination	Iceland has become more exciting	It is more worthwhile to visit Iceland because of Eyjafjalajokull and volcanic activity	The news coverage has encouraged me to learn more about Iceland	Being in Iceland could be dangerous for my health	Iceland has more flight disruptions than elsewhere	None of the above	Total
Total	Total	48,8%	46,5%	19,2%	15,7%	7,6%	6,2%	5,1%	9,9%	1018
Region	Schleswig-Holstein	53,0%	56,7%	28,4%	10,8%	10,4%	6,8%	5,9%	5,2%	34
	Hamburg	71,5%	37,9%	20,2%	12,0%	5,5%	-	-	14,9%	20
	Niedersachsen	58,4%	54,5%	19,8%	16,6%	11,8%	0,9%	2,7%	10,8%	99
	Bremen	33,0%	59,0%	21,5%	31,8%	11,1%	13,4%	6,3%	-	8
	Nordrhein-Westfalen	47,3%	47,1%	23,6%	17,4%	10,1%	9,3%	6,9%	9,0%	225
	Hessen	56,7%	45,5%	17,9%	14,2%	2,6%	7,3%	2,8%	7,4%	72
	Rheinland-Pfalz	35,2%	36,9%	16,9%	23,5%	7,7%	16,5%	4,3%	6,1%	44
	Baden-Württemberg	42,0%	44,2%	21,9%	13,1%	6,9%	4,8%	7,6%	12,1%	130
	Bayern	50,0%	45,7%	18,9%	19,0%	4,1%	3,8%	6,3%	13,0%	148
	Saarland	62,7%	47,1%	20,4%	28,8%	11,8%	4,8%	-	3,5%	12
	Berlin	59,1%	41,4%	14,8%	24,6%	7,9%	3,5%	4,3%	7,1%	44
	Brandenburg	44,6%	43,1%	13,4%	15,2%	5,8%	2,9%	2,9%	20,3%	34
	Mecklenburg-Vorpommern	24,8%	27,9%	9,2%	15,7%	-	24,7%	8,9%	9,8%	22
	Sachsen	51,5%	63,5%	18,3%	2,3%	5,1%	2,9%	3,6%	9,4%	62
	Sachsen-Anhalt	32,0%	38,9%	5,7%	14,0%	12,3%	8,2%	-	11,0%	33
Thüringen	51,0%	34,5%	5,2%	3,4%	11,2%	1,8%	1,8%	-	31	

COMPARISON

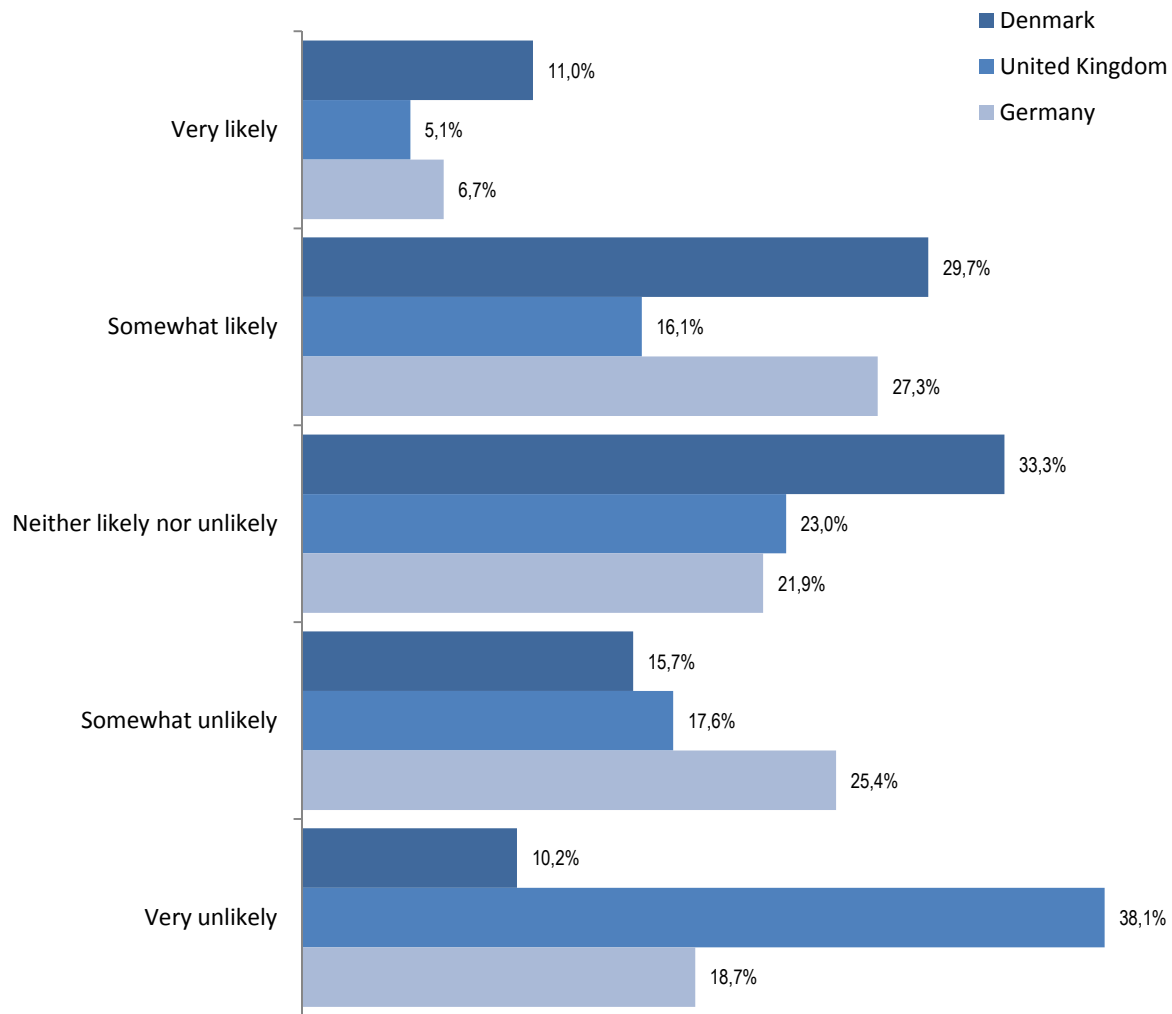
How positive or negative are you towards Iceland as a travel destination?



	Very positive	Somewhat positive	Neither positive nor negative	Somewhat negative	Very negative	Count
Denmark	22,0%	45,3%	28,9%	3,3%	0,6%	978
United Kingdom	13,1%	25,8%	44,8%	9,6%	6,7%	1949
Germany	30,7%	29,7%	35,1%	3,5%	1,0%	971

COMPARISON

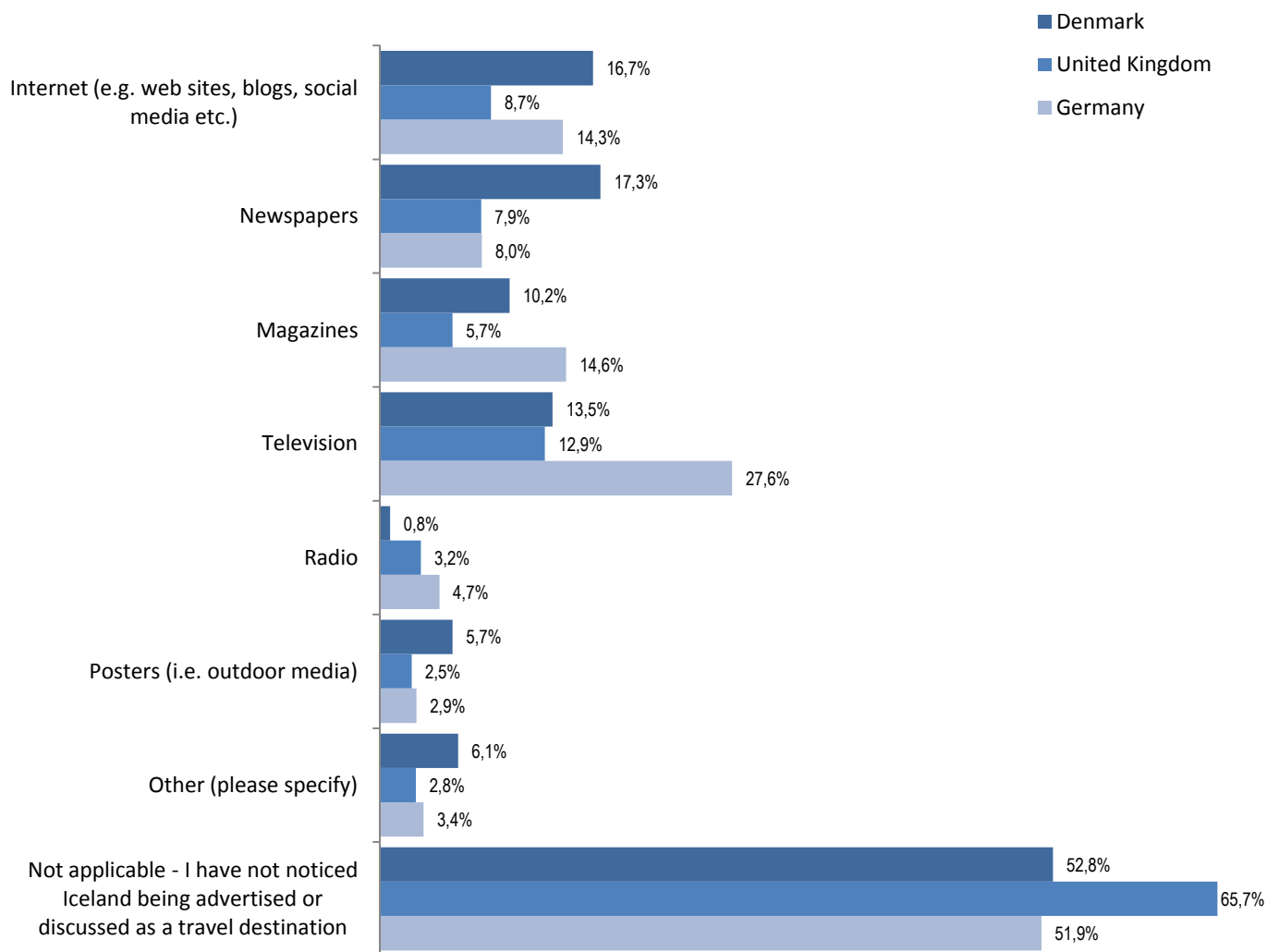
How likely or unlikely are you to visit Iceland in the future?



	Very likely	Somewhat likely	Neither likely nor unlikely	Somewhat unlikely	Very unlikely	Count
Denmark	11,0%	29,7%	33,3%	15,7%	10,2%	968
United Kingdom	5,1%	16,1%	23,0%	17,6%	38,1%	2005
Germany	6,7%	27,3%	21,9%	25,4%	18,7%	975

COMPARISON

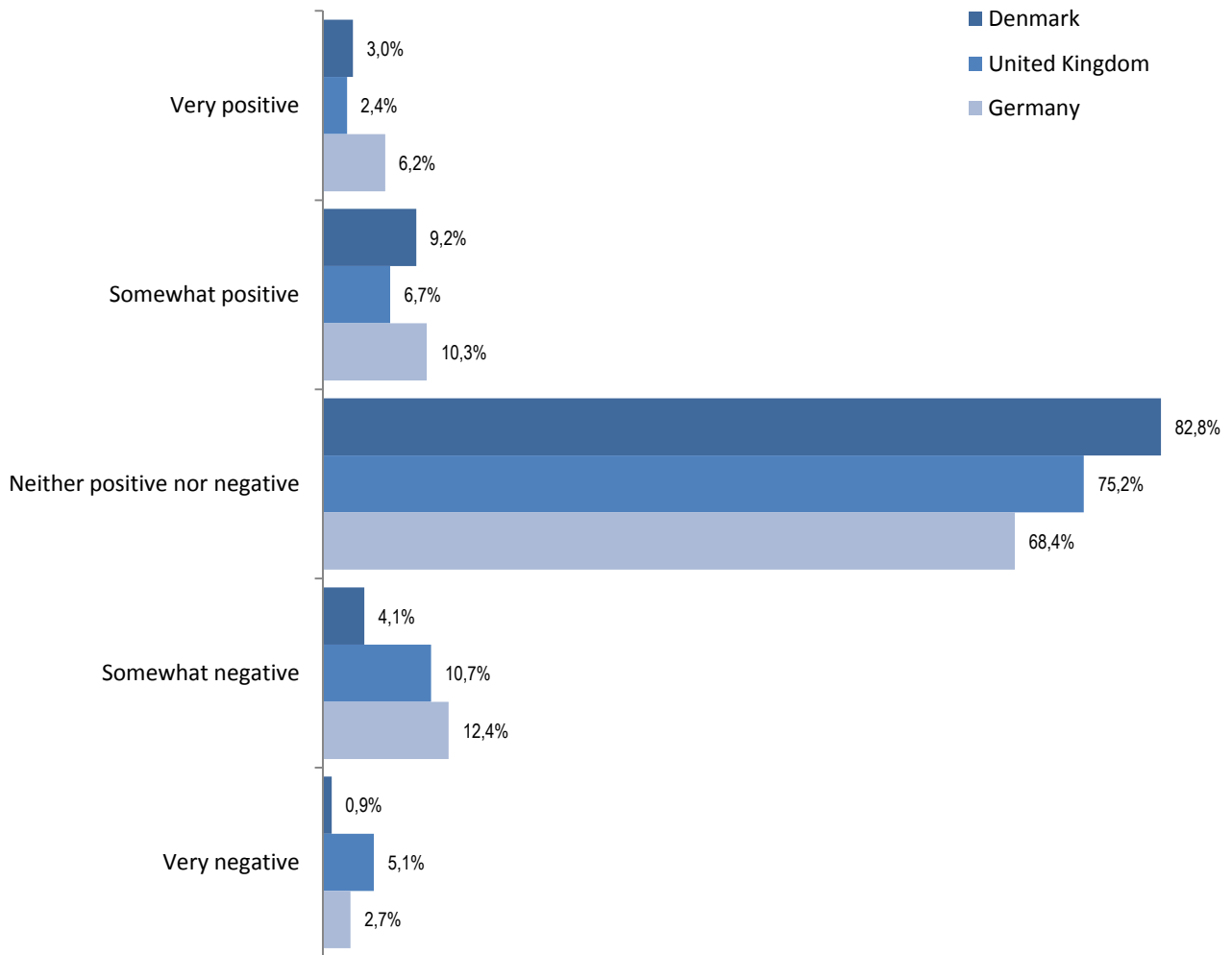
Have you seen or heard anything about Iceland as a travel destination through advertising or media coverage during the last three months?



	Internet (e.g. web sites, blogs, social media etc.)	Newspapers	Magazines	Television	Radio	Posters (i.e. outdoor media)	Other (please specify)	Not applicable - I have not noticed Iceland being advertised or discussed as a travel destination	Count
Denmark	16,7%	17,3%	10,2%	13,5%	0,8%	5,7%	6,1%	52,8%	1008
United Kingdom	8,7%	7,9%	5,7%	12,9%	3,2%	2,5%	2,8%	65,7%	2126
Germany	14,3%	8,0%	14,6%	27,6%	4,7%	2,9%	3,4%	51,9%	1018

COMPARISON

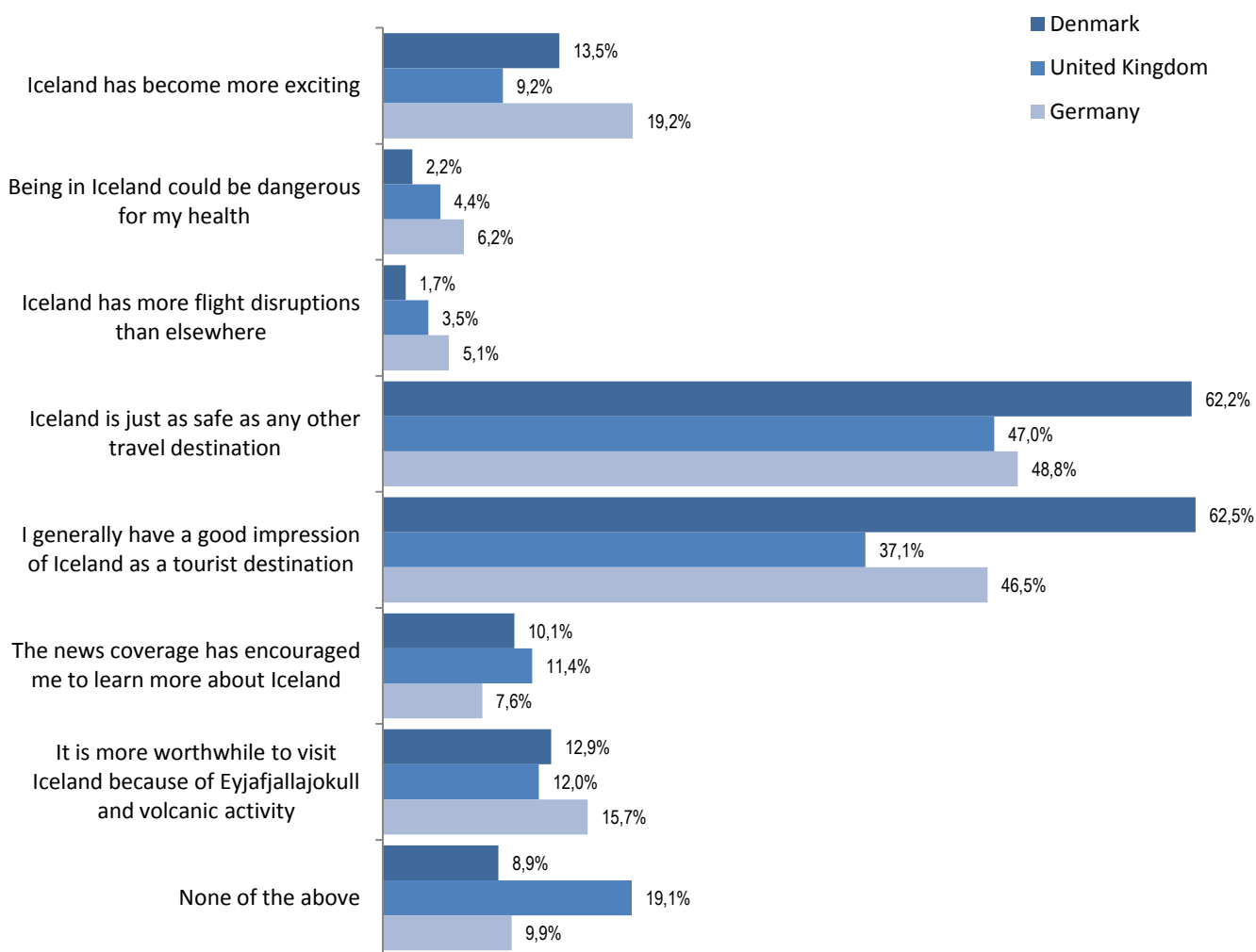
Has the media coverage in connection with the volcanic eruption in Iceland had a positive or negative influence on your attitude towards Iceland as a tourist destination in the future?



	Very positive	Somewhat positive	Neither positive nor negative	Somewhat negative	Very negative	Count
Denmark	3,0%	9,2%	82,8%	4,1%	0,9%	985
United Kingdom	2,4%	6,7%	75,2%	10,7%	5,1%	1989
Germany	6,2%	10,3%	68,4%	12,4%	2,7%	979

COMPARISON

Below are some statements others have made about Iceland as a travel destination. Which of these, if any, would you yourself associate with Iceland as a travel destination following the recent volcanic activity?



	Iceland has become more exciting	Being in Iceland could be dangerous for my health	Iceland has more flight disruptions than elsewhere	Iceland is just as safe as any other travel destination	I generally have a good impression of Iceland as a tourist destination	The news coverage has encouraged me to learn more about Iceland	It is more worthwhile to visit Iceland because of Eyjafjallajokull and volcanic activity	None of the above	Count
Denmark	13,5%	2,2%	1,7%	62,2%	62,5%	10,1%	12,9%	8,9%	1008
United Kingdom	9,2%	4,4%	3,5%	47,0%	37,1%	11,4%	12,0%	19,1%	2126
Germany	19,2%	6,2%	5,1%	48,8%	46,5%	7,6%	15,7%	9,9%	1018