



Travel destination Iceland

Denmark, United Kingdom, Germany and France

May 2012



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Description

Client Íslandsstofa
Fieldwork Week 17, 2012
Methodology Online omnibus

Sample

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

Number of participants

Denmark 1007
United Kingdom 2148
Germany 1055
France 1011

Reykjavik May 15th 2012
MMR/Market and Media research ehf.
Laugavegi 174
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<http://www.mmr.is/>

A great many, or 52.3% of people surveyed in the UK, Germany, France and Denmark, indicated they had positive views on Iceland as a travel destination. Looking at individual countries, a total of 42% of respondents in the UK said they had positive views on Iceland as a travel destination compared with 54% in Germany and Denmark and 58% in France.

Compared with averages from two previous surveys (from 2010) one can see variable shifts in opinion towards Iceland as a travel destination within different countries. The comparison reveals a 10% increase amongst Brits responding positively on Iceland as a travel destination. The numbers for Germany remain as high as before whilst a slight decrease was measured in Denmark (6%). No comparative figures are available for France as this was the first time the survey was conducted in that country.

As many as 34% of the Danes, 31% of the French, 27% of the German and 21% of the British respondents indicated they were likely to visit Iceland in the future. A result which is on par with the findings from previous surveys.

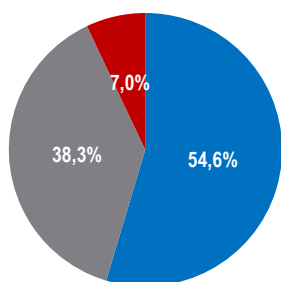
With the exception of Denmark, television continues to be the most common form of media where people come across advertising and media coverage on Iceland (10% in the UK, 22% in Germany and 30% in France). In Denmark the Internet was most frequently cited (by 20%) as the means by which people had seen or heard anything about Iceland as a travel destination during the last six months.

For the first time, the survey also asked if people were interested to travel to Iceland during the months of September through April. In total, 42% of German respondents, 32% of British respondents, 23% of French respondents and 17% of Danish respondents stated they would consider travelling to Iceland during these months. Interestingly, interest in visiting Iceland during these months was significantly higher amongst the younger population of all the countries except France. Looking at under 35 year olds, the number of people that would consider a visit to Iceland during the months of September through April was 25% in Denmark, 46% in the UK and 47% in Germany.

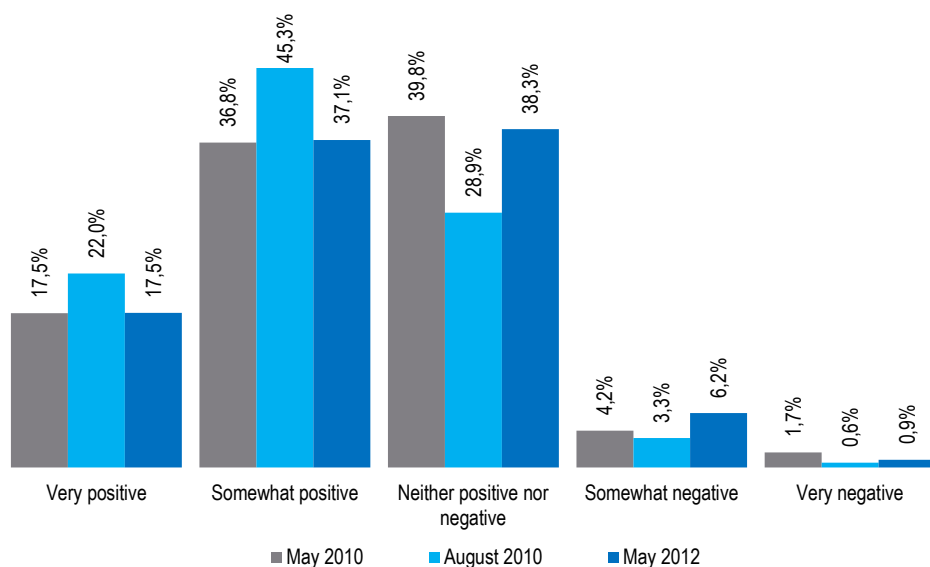
DENMARK

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

Answers	Count	Pct. %	Conf. lim +/-
Very positive	167	17,5%	2,4%
Somewhat positive	354	37,1%	3,1%
Neither positive nor negative	365	38,3%	3,1%
Somewhat negative	59	6,2%	1,5%
Very negative	8	0,9%	0,6%
Count	953	100,0%	
Answered	953	94,6%	
Did not answer	54	5,4%	
Count	1007	100,0%	
Asked*	1007	100,0%	
Not asked	0	0,0%	
Number of participants	1007	100,0%	



- Very or somewhat positive
- Neither positive nor negative
- Very or somewhat negative



		Very positive	Somewhat positive	Neither positive nor negative	Somewhat negative	Very negative	Count
Total	Total	17,5%	37,1%	38,3%	6,2%	0,9%	953
Gender	Male	16,8%	37,1%	38,0%	7,2%	0,9%	480
	Female	18,2%	37,2%	38,7%	5,1%	0,8%	472
Age	18-34 years	16,7%	45,5%	29,0%	7,7%	1,1%	287
	35-54 years	14,7%	35,0%	45,6%	4,0%	0,8%	382
	55-74 years	22,2%	31,5%	38,0%	7,6%	0,7%	283
Family situation	Before family (young or with no kids)	14,2%	44,4%	33,0%	7,4%	1,0%	315
	Young family (kids 0-6 years)	17,8%	33,9%	44,6%	2,7%	1,0%	108
	Adult family (kids 7 years +)	19,1%	37,9%	36,6%	5,9%	0,6%	165
	Post family (no kids at home)	20,4%	32,5%	40,3%	5,9%	1,0%	199
	Retired	19,1%	30,4%	43,4%	6,5%	0,6%	158
Urban/rural	Capital city area	15,5%	41,7%	37,5%	5,3%	-	243
	Urban (more than 100.000 inhabitants), not capital city area	16,3%	41,0%	36,0%	6,0%	0,7%	175
	Urban, 50.000 - 100.000 inhabitants	19,0%	29,1%	41,9%	6,7%	3,4%	123
	Urban, 10.000 - 49.999 inhabitants	19,7%	34,0%	40,6%	5,2%	0,6%	169
	Rural, less than 10.000 inhabitants	12,6%	39,2%	39,4%	8,3%	0,6%	155
	Rural	28,0%	30,1%	34,2%	6,5%	1,1%	88
Region	Capital city	14,6%	39,6%	39,8%	5,3%	0,7%	295
	Sjælland	20,7%	29,0%	40,7%	9,0%	0,6%	146
	Syddanmark	20,2%	35,1%	38,2%	4,4%	2,1%	202
	Midtjylland	17,0%	40,2%	36,0%	6,3%	0,4%	216
	Nordjylland	17,0%	39,4%	35,6%	8,0%	-	94

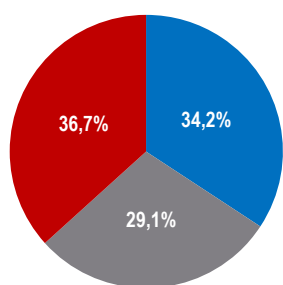
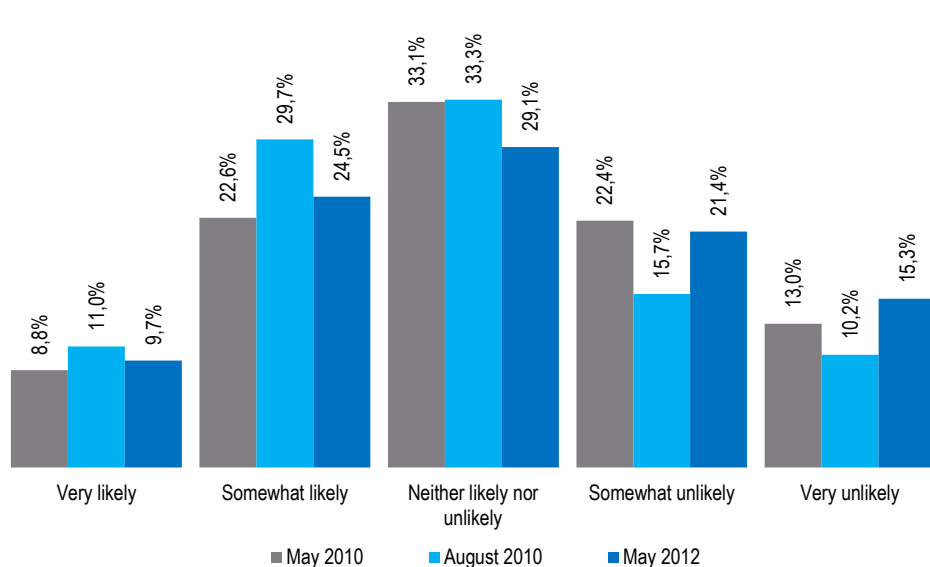
*Asked: Everyone.

** Source: ParX telephone survey, Feb - May 2009.

DENMARK

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

Answers	Count	Pct. %	Conf. lim +/-
Very likely	93	9,7%	1,9%
Somewhat likely	235	24,5%	2,7%
Neither likely nor	278	29,1%	2,9%
Somewhat unlikely	205	21,4%	2,6%
Very unlikely	146	15,3%	2,3%
Count	956	100,0%	
Answered	956	95,0%	
Did not answer	51	5,0%	
Count	1007	100,0%	
Asked*	1007	100,0%	
Not asked	0	0,0%	
Number of participants	1007	100,0%	



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

		Very likely	Somewhat likely	Neither likely nor unlikely	Somewhat unlikely	Very unlikely	Count
Total	Total	9,7%	24,5%	29,1%	21,4%	15,3%	956
Gender	Male	9,7%	26,4%	30,1%	20,5%	13,3%	483
	Female	9,7%	22,6%	28,0%	22,3%	17,3%	474
Age	18-34 years	13,8%	33,0%	30,0%	17,2%	5,9%	286
	35-54 years	8,2%	21,1%	30,3%	22,9%	17,5%	379
	55-74 years	7,6%	20,7%	26,6%	23,5%	21,6%	292
Family situation	Before family (young or with no kids)	11,6%	31,1%	30,4%	18,0%	8,9%	316
	Young family (kids 0-6 years)	12,8%	26,1%	24,7%	24,6%	11,8%	101
	Adult family (kids 7 years +)	8,9%	19,7%	31,7%	25,3%	14,4%	165
	Post family (no kids at home)	11,9%	22,5%	26,6%	18,5%	20,6%	200
	Retired	2,9%	20,1%	28,6%	26,1%	22,4%	162
Urban/rural	Capital city area	12,7%	31,2%	28,9%	16,6%	10,6%	244
	not capital city area	10,3%	26,4%	30,9%	20,2%	12,2%	172
	Urban, 50.000 - 100.000 inhabitants	10,3%	16,0%	27,6%	24,3%	21,7%	124
	Urban, 10.000 - 49.999 inhabitants	9,9%	21,5%	28,6%	24,8%	15,3%	169
	Rural, less than 10.000 inhabitants	4,9%	22,4%	27,7%	22,6%	22,4%	161
	Rural	7,9%	24,0%	31,5%	24,2%	12,4%	87
Region	Capital city	10,9%	28,5%	28,7%	19,3%	12,6%	298
	Sjælland	10,7%	18,3%	28,0%	25,7%	17,3%	143
	Syddanmark	8,5%	19,9%	34,7%	20,8%	16,1%	204
	Midtjylland	8,4%	28,7%	26,2%	23,2%	13,6%	210
	Nordjylland	10,1%	22,6%	25,9%	18,9%	22,5%	100

*Asked: Everyone.

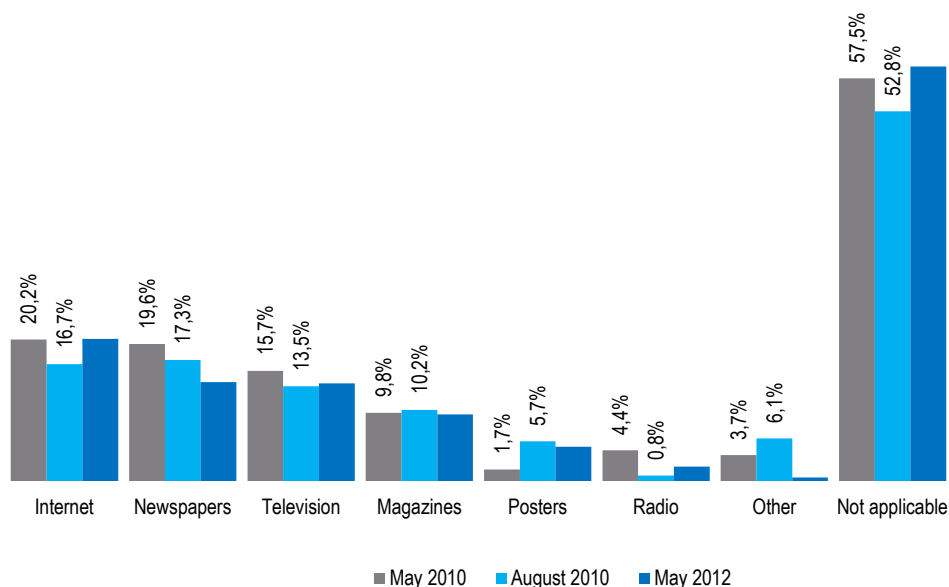
** Source: ParX telephone survey, Feb - May 2009.

DENMARK

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



Answers	Count	Pct. %	Conf. lim +/-
Internet (e.g. web sites, blogs, social media)	195	20,3%	2,5%
Newspapers	136	14,1%	2,2%
Television	134	14,0%	2,2%
Magazines	91	9,5%	1,9%
Posters (i.e. outdoor)	20	2,1%	0,9%
Radio	5	0,5%	0,5%
Other (please specify)	47	4,9%	1,4%
Not applicable - I have not noticed Iceland being advertised or discussed as a travel	568	59,2%	3,1%
Total	960		
Answered	960	95,3%	
Did not answer	47	4,7%	
Count	1007	100,0%	
Asked*	1007	100,0%	
Not asked	0	0,0%	
Number of participants	1007	100,0%	



		Internet	Newspapers	Television	Magazines	Posters	Radio	Other	Not applicable	Count
Total	Total	20,3%	14,1%	14,0%	9,5%	2,1%	0,5%	4,9%	59,2%	960
Gender	Male	24,3%	14,7%	14,3%	8,4%	2,0%	0,8%	4,0%	56,7%	484
	Female	16,1%	13,6%	13,6%	10,6%	2,1%	0,2%	5,8%	61,7%	475
Age	18-34 years	23,6%	10,2%	15,1%	9,4%	2,8%	1,1%	2,8%	62,0%	280
	35-54 years	18,0%	8,9%	10,4%	7,3%	2,4%	-	5,7%	65,4%	387
	55-74 years	20,1%	24,8%	17,6%	12,5%	1,0%	0,6%	5,8%	48,2%	293
Family situation	Before family (young or with no kids)	22,0%	9,9%	14,4%	8,2%	2,3%	0,7%	2,9%	63,9%	307
	Young family (kids 0-6 years)	15,8%	6,8%	10,1%	6,9%	3,8%	0,9%	2,8%	67,9%	106
	Adult family (kids 7 years +)	21,3%	14,2%	11,9%	12,8%	3,1%	-	7,2%	55,6%	164
	Post family (no kids at home)	17,6%	12,8%	12,5%	5,6%	0,5%	0,5%	8,2%	60,4%	204
	Retired	23,0%	27,8%	19,0%	14,4%	1,7%	0,6%	3,5%	47,2%	166
Urban/rural	Capital city area	22,3%	12,1%	10,3%	7,9%	4,2%	0,4%	4,2%	63,9%	236
	Urban (more than 100.000)	20,7%	17,0%	16,8%	10,7%	-	1,1%	4,4%	59,3%	175
	Urban, 50.000 - 100.000 inhabitants	18,9%	11,1%	12,6%	14,5%	3,2%	0,8%	5,5%	54,8%	125
	Urban, 10.000 - 49.999 inhabitants	19,0%	15,6%	15,4%	9,5%	2,2%	-	7,4%	56,6%	177
	Rural, less than 10.000 inhabitants	18,4%	13,4%	14,4%	6,7%	-	0,7%	3,0%	60,0%	158
	Rural	21,9%	16,5%	16,5%	9,6%	2,3%	-	5,5%	56,3%	89
Region	Capital city	18,5%	10,8%	11,8%	8,8%	3,4%	0,7%	3,7%	65,1%	292
	Sjælland	18,8%	16,8%	15,5%	10,9%	1,4%	-	3,3%	54,2%	144
	Syddanmark	20,6%	18,1%	14,8%	7,9%	2,4%	1,0%	6,2%	54,4%	204
	Midtjylland	23,5%	13,1%	14,1%	10,3%	0,9%	-	6,7%	57,7%	218
	Nordjylland	19,9%	14,0%	16,0%	11,0%	0,9%	0,9%	3,9%	61,9%	101

*Asked: Everyone.

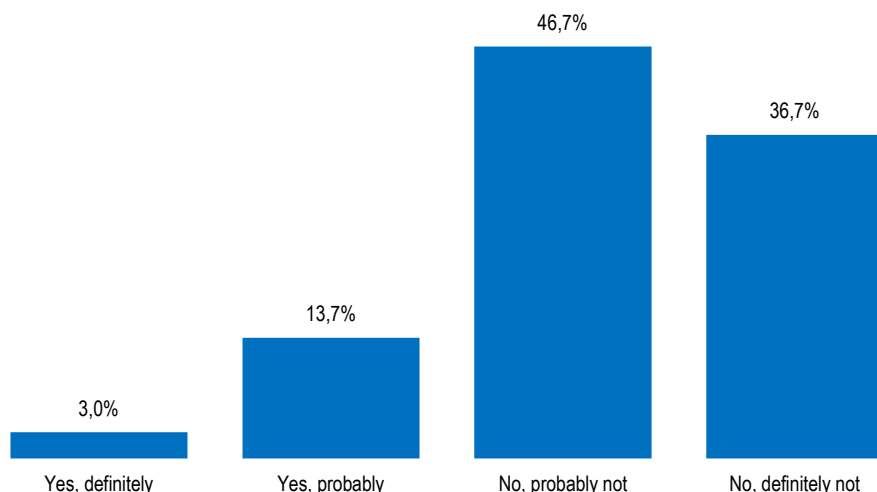
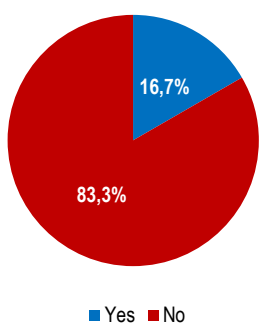
*-please select all of the options below which describe where you have seen or heard about Iceland as a travel destination

In 2010 participants were asked about last three months.

DENMARK

Would you consider travelling to Iceland during the months of September through April?

Answers	Count	Pct. %	Conf. lim +/-
Yes, definitely	24	3,0%	1,2%
Yes, probably	112	13,7%	2,4%
No, probably not	381	46,7%	3,4%
No, definitely not	299	36,7%	3,3%
Count	815	100,0%	
Answered	815	81,0%	
Did not answer	192	19,0%	
Count	1007	100,0%	
Asked*	1007	100,0%	
Not asked	0	0,0%	
Number of participants	1007	100,0%	



		Yes, definitely	Yes, probably	No, probably not	No, definitely not	Count
Total	Total	3,0%	13,7%	46,7%	36,7%	815
Gender	Male	3,1%	15,4%	48,2%	33,2%	414
	Female	2,8%	11,9%	45,1%	40,2%	402
Age	18-34 years	4,3%	21,2%	49,4%	25,1%	233
	35-54 years	2,1%	14,2%	45,3%	38,3%	320
	55-74 years	2,8%	6,4%	45,9%	44,9%	262
Family situation	Before family (young or with no kids)	3,9%	20,2%	50,2%	25,7%	254
	Young family (kids 0-6 years)	1,1%	17,8%	48,9%	32,2%	86
	Adult family (kids 7 years +)	5,5%	13,5%	42,9%	38,1%	142
	Post family (no kids at home)	2,1%	9,3%	44,6%	44,0%	174
	Retired	1,2%	5,8%	46,7%	46,3%	148
Urban/rural	Capital city area	3,3%	14,9%	52,3%	29,4%	203
	not capital city area	4,0%	14,1%	45,1%	36,8%	140
	Urban, 50.000 - 100.000 inhabitants	2,6%	13,0%	44,5%	40,0%	115
	Urban, 10.000 - 49.999 inhabitants	2,8%	9,9%	44,9%	42,4%	145
	Rural, less than 10.000 inhabitants	2,0%	14,2%	40,7%	43,1%	141
	Rural	2,8%	17,3%	52,8%	27,2%	70
Region	Capital city	2,7%	13,0%	50,1%	34,3%	253
	Sjælland	2,9%	17,1%	41,1%	38,9%	130
	Syddanmark	3,6%	14,4%	40,6%	41,4%	170
	Midtjylland	3,2%	13,3%	54,4%	29,1%	179
	Nordjylland	2,3%	9,8%	41,0%	46,8%	84

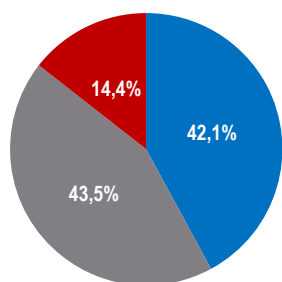
*Asked: Everyone.

New question in May 2012

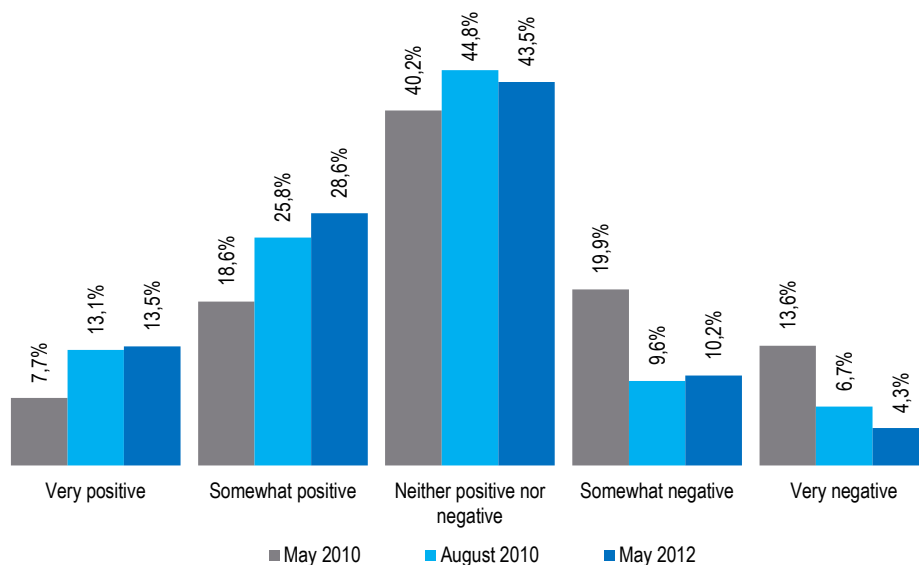
UNITED KINGDOM

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

Answers	Count	Pct. %	Conf. lim +/-
Very positive	273	13,5%	1,5%
Somewhat positive	577	28,6%	2,0%
Neither positive nor negative	877	43,5%	2,2%
Somewhat negative	206	10,2%	1,3%
Very negative	86	4,3%	0,9%
Total	2018	100,0%	
Answered	2018	94,0%	
Did not answer	130	6,0%	
Count	2148	100,0%	
Asked*	2148	100,0%	
Not asked	0	0,0%	
Number of participants	2148	100,0%	



- Very or somewhat positive
- Neither positive nor negative
- Very or somewhat negative



		Very positive	Somewhat positive	Neither positive nor negative	Somewhat negative	Very negative	Total
Total	Total	13,5%	28,6%	43,5%	10,2%	4,3%	2018
Gender	Male	13,6%	28,1%	41,8%	11,2%	5,3%	977
	Female	13,4%	29,1%	45,1%	9,3%	3,2%	1041
Age	18 to 24	15,0%	36,7%	37,8%	9,1%	1,5%	238
	25 to 34	18,6%	36,0%	35,3%	8,9%	1,2%	338
	35 to 44	13,7%	28,1%	48,5%	7,7%	2,0%	342
	45 to 54	14,9%	29,0%	42,9%	8,8%	4,4%	374
	55+	9,8%	22,5%	47,0%	13,1%	7,5%	726
Marital status	Married/ Civil Partnership	10,8%	25,7%	47,8%	10,3%	5,5%	1011
	Living as married	14,6%	31,9%	45,1%	6,9%	1,4%	235
	Separated/ Divorced	14,1%	26,2%	40,2%	13,5%	6,0%	192
	Widowed	15,0%	20,0%	47,0%	9,4%	8,6%	50
	Never married	17,9%	34,3%	35,3%	10,3%	2,2%	531
Region	North	14,2%	24,1%	47,6%	9,3%	4,8%	481
	Midlands	10,0%	28,7%	44,7%	13,3%	3,4%	323
	East	12,4%	26,5%	44,2%	11,7%	5,2%	188
	London	14,4%	28,5%	42,2%	11,3%	3,6%	249
	South	13,9%	31,0%	42,8%	7,9%	4,4%	456
	Wales	12,9%	38,8%	38,6%	6,7%	2,9%	95
	Scotland	18,6%	27,9%	38,3%	11,7%	3,4%	170

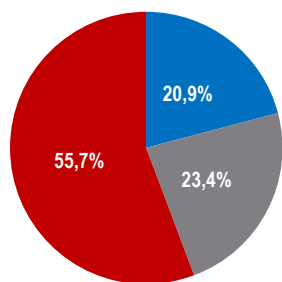
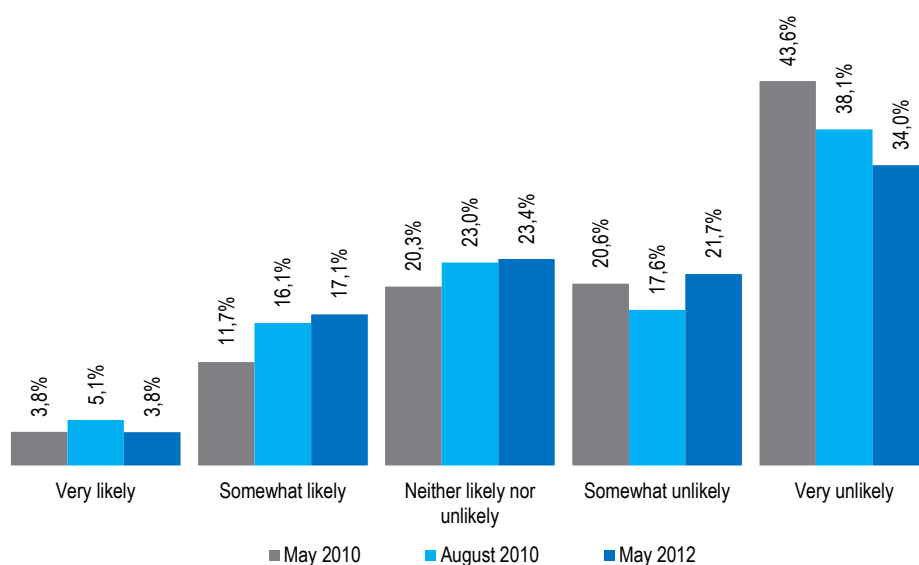
*Asked: Everyone.

** Source: ParX telephone survey, Feb - May 2009.

UNITED KINGDOM

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

Answers	Count	Pct. %	Conf. lim +/-
Very likely	77	3,8%	0,8%
Somewhat likely	350	17,1%	1,6%
Neither likely nor	478	23,4%	1,8%
Somewhat unlikely	444	21,7%	1,8%
Very unlikely	695	34,0%	2,1%
Total	2045	100,0%	
Answered	2045	95,2%	
Did not answer	103	4,8%	
Count	2148	100,0%	
Asked*	2148	100,0%	
Not asked	0	0,0%	
Number of participants	2148	100,0%	



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

		Very likely	Somewhat likely	Neither likely nor unlikely	Somewhat unlikely	Very unlikely	Total
Total	Total	3,8%	17,1%	23,4%	21,7%	34,0%	2045
Gender	Male	4,0%	15,5%	23,2%	23,3%	34,0%	990
	Female	3,6%	18,6%	23,6%	20,2%	34,0%	1055
Age	18 to 24	4,8%	24,3%	25,0%	24,9%	20,9%	237
	25 to 34	9,3%	23,4%	27,1%	18,5%	21,6%	339
	35 to 44	4,3%	18,1%	27,7%	22,9%	27,0%	346
	45 to 54	2,1%	16,8%	26,3%	22,0%	32,8%	379
	55+	1,5%	11,7%	17,6%	21,5%	47,8%	743
Marital status	Married/ Civil Partnership	2,9%	16,1%	22,5%	22,0%	36,5%	1022
	Living as married	5,5%	13,9%	25,0%	22,7%	33,0%	242
	Separated/ Divorced	1,0%	12,8%	21,6%	21,6%	43,1%	193
	Widowed	3,2%	9,5%	23,8%	24,3%	39,2%	47
	Never married	5,7%	22,7%	24,9%	20,6%	26,1%	541
Region	North	3,4%	14,5%	22,3%	24,3%	35,4%	485
	Midlands	2,8%	14,3%	20,9%	22,3%	39,8%	333
	East	2,7%	16,2%	19,7%	25,1%	36,4%	187
	London	7,6%	20,0%	25,1%	20,2%	27,0%	249
	South	2,2%	20,4%	24,0%	19,8%	33,7%	459
	Wales	3,6%	17,2%	20,9%	21,3%	37,0%	98
	Scotland	6,4%	15,9%	29,8%	18,9%	29,0%	175

*Asked: Everyone.

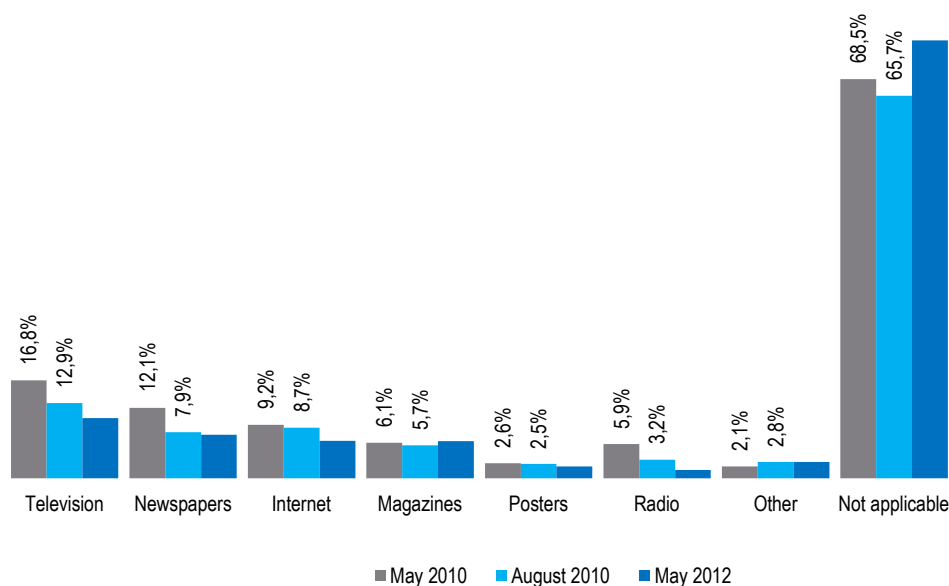
** Source: ParX telephone survey, Feb - May 2009.

UNITED KINGDOM

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



Answers	Count	Pct. %	Conf. lim +/-
Television	207	10,3%	1,3%
Newspapers	150	7,5%	1,2%
Internet (e.g. web sites, blogs, social media)	130	6,5%	1,1%
Magazines	128	6,4%	1,1%
Posters (i.e. outdoor)	41	2,0%	0,6%
Radio	30	1,5%	0,5%
Other	57	2,8%	0,7%
Not applicable - I have not noticed Iceland being advertised or discussed as a travel	1510	75,2%	1,9%
Total	2008		
Answered	2008	93,5%	
Did not answer	140	6,5%	
Count	2148	100,0%	
Asked*	2148	100,0%	
Not asked	0	0,0%	
Number of participants	2148	100,0%	



		Television	Newspapers	Internet	Magazines	Posters	Radio	Other	Not applicable	Total
Total	Total	10,3%	7,5%	6,5%	6,4%	2,0%	1,5%	2,8%	75,2%	2008
Gender	Male	11,6%	8,8%	7,7%	5,5%	2,7%	2,2%	2,3%	72,4%	977
	Female	9,1%	6,2%	5,3%	7,2%	1,4%	0,8%	3,3%	77,8%	1031
Age	18 to 24	9,7%	5,0%	11,3%	2,1%	2,8%	0,9%	3,3%	72,9%	239
	25 to 34	9,6%	5,4%	11,1%	4,8%	4,0%	2,6%	2,3%	75,1%	336
	35 to 44	6,9%	5,9%	5,2%	5,1%	2,8%	1,7%	2,6%	80,1%	328
	45 to 54	9,9%	6,5%	4,1%	6,8%	1,2%	0,2%	2,1%	77,1%	375
	55+	12,6%	10,5%	4,5%	8,8%	1,0%	1,7%	3,4%	72,7%	730
Marital status	Married/ Civil Partnership	10,7%	8,7%	5,4%	7,1%	1,8%	2,0%	2,7%	74,7%	1002
	Living as married	10,0%	6,0%	6,2%	7,9%	2,8%	0,9%	3,1%	73,7%	238
	Separated/ Divorced	7,1%	7,3%	3,3%	6,1%	0,5%	0,5%	2,5%	81,6%	181
	Widowed	16,8%	7,2%	6,4%	4,0%	-	1,5%	6,8%	67,2%	50
	Never married	10,2%	6,1%	9,7%	4,6%	2,7%	1,1%	2,7%	75,3%	538
Region	North	8,3%	2,8%	5,3%	3,6%	0,4%	1,3%	2,2%	81,6%	487
	Midlands	11,6%	7,8%	7,7%	6,0%	0,8%	0,5%	3,6%	74,3%	319
	East	9,2%	7,4%	5,7%	5,3%	2,3%	1,5%	2,9%	74,6%	189
	London	10,4%	11,4%	8,6%	7,6%	7,1%	2,0%	1,9%	70,7%	243
	South	11,0%	9,0%	5,7%	8,9%	2,1%	1,3%	3,9%	73,8%	442
	Wales	14,4%	6,1%	4,9%	6,8%	-	3,3%	3,5%	75,4%	103
	Scotland	9,4%	9,5%	9,0%	6,2%	3,0%	1,2%	2,3%	73,3%	170

*Asked: Everyone.

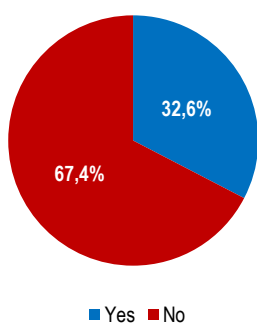
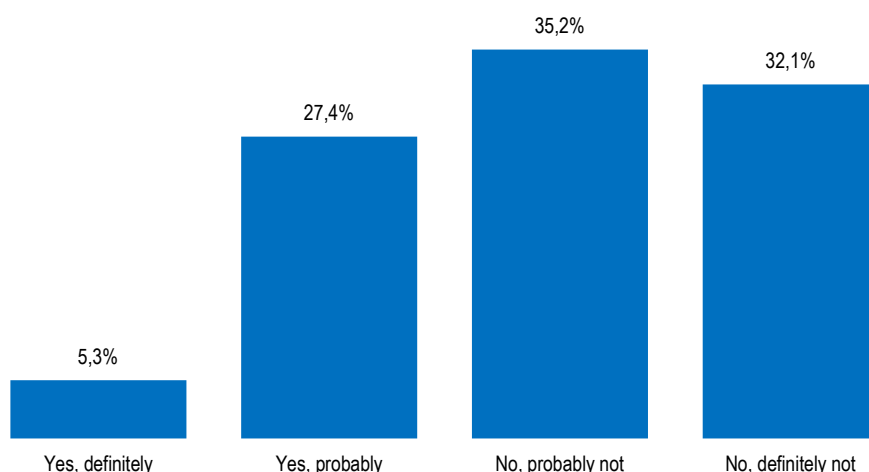
*-please select all of the options below which describe where you have seen or heard about Iceland as a travel destination

In 2010 participants were asked about last three months.

UNITED KINGDOM

Would you consider travelling to Iceland during the months of September through April?

Answers	Count	Pct. %	Conf. lim +/-
Yes, definitely	87	5,3%	1,1%
Yes, probably	451	27,4%	2,2%
No, probably not	581	35,2%	2,3%
No, definitely not	529	32,1%	2,3%
Total	1648	100,0%	
Answered	1648	76,7%	
Did not answer	500	23,3%	
Count	2148	100,0%	
Asked*	2148	100,0%	
Not asked	0	0,0%	
Number of participants	2148	100,0%	



		Yes, definitely	Yes, probably	No, probably not	No, definitely not	Total
Total	Total	5,3%	27,4%	35,2%	32,1%	1648
Gender	Male	5,4%	27,1%	38,7%	28,8%	826
	Female	5,2%	27,6%	31,8%	35,4%	822
Age	18 to 24	7,7%	40,5%	32,6%	19,2%	187
	25 to 34	8,4%	37,1%	31,5%	22,9%	263
	35 to 44	8,7%	31,3%	35,7%	24,3%	273
	45 to 54	5,1%	29,5%	35,0%	30,3%	294
	55+	1,8%	16,7%	37,5%	43,9%	631
Marital status	Married/ Civil Partnership	4,0%	24,0%	37,2%	34,7%	840
	Living as married	7,8%	30,1%	35,4%	26,7%	202
	Separated/ Divorced	5,5%	24,4%	25,2%	45,0%	152
	Widowed	-	22,7%	45,7%	31,6%	38
	Never married	7,0%	34,4%	33,9%	24,8%	415
Region	North	5,6%	25,6%	36,4%	32,5%	385
	Midlands	1,9%	25,8%	36,2%	36,0%	269
	East	4,3%	25,2%	38,5%	31,9%	160
	London	9,1%	26,2%	39,0%	25,7%	199
	South	4,6%	27,4%	35,4%	32,6%	365
	Wales	6,5%	27,4%	24,8%	41,3%	80
	Scotland	5,6%	32,7%	31,5%	30,2%	142

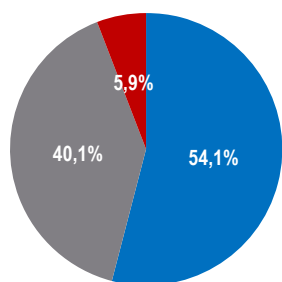
*Asked: Everyone.

New question in May 2012

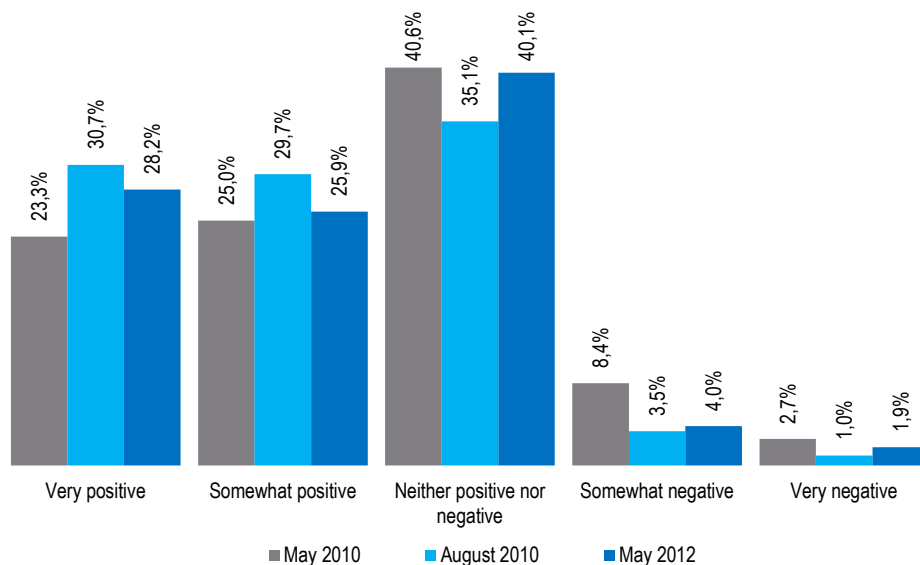
GERMANY

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

Answers	Count	Pct. %	Conf. lim +/-
Very positive	272	28,2%	2,8%
Somewhat positive	250	25,9%	2,8%
Neither positive nor negative	386	40,1%	3,1%
Somewhat negative	39	4,0%	1,2%
Very negative	18	1,9%	0,9%
Total	965	100,0%	
Answered	965	91,4%	
Did not answer	90	8,6%	
Count	1055	100,0%	
Asked*	1055	100,0%	
Not asked	0	0,0%	
Number of participants	1055	100,0%	



- Very or somewhat positive
- Neither positive nor negative
- Very or somewhat negative



		Very positive	Somewhat positive	Neither positive nor negative	Somewhat negative	Very negative	Total
Total	Total	28,2%	25,9%	40,1%	4,0%	1,9%	965
Gender	Male	27,2%	28,2%	37,3%	4,9%	2,4%	469
	Female	29,1%	23,8%	42,6%	3,2%	1,4%	496
Age grouped	18-34 years	25,1%	28,6%	38,5%	6,7%	1,1%	225
	35-54 years	27,8%	26,9%	40,0%	3,3%	2,1%	354
	55 years plus	30,3%	23,4%	41,0%	3,2%	2,1%	386
Life cycle	Single	25,0%	29,3%	38,3%	5,8%	1,6%	212
	Married	29,4%	24,5%	40,3%	3,8%	2,1%	417
	Partnership after the life partnership law	18,5%	12,7%	68,8%	-	-	10
	With Partner/in living together	26,4%	26,9%	40,9%	5,0%	0,7%	122
	Separated living	24,5%	22,1%	40,7%	4,7%	7,9%	19
	Divorced	33,8%	24,6%	38,4%	-	3,2%	89
	Widowed	44,2%	16,6%	39,2%	-	-	20
	Refused	37,5%	44,5%	18,0%	-	-	5
Region	Schleswig-Holstein	34,1%	28,0%	31,7%	2,0%	4,4%	33
	Hamburg	24,6%	35,4%	29,0%	5,5%	5,6%	20
	Niedersachsen	20,5%	31,7%	40,1%	7,7%	-	93
	Bremen	19,7%	20,4%	59,9%	-	-	7
	Nordrhein-Westfalen	30,2%	20,4%	42,1%	4,5%	2,7%	206
	Hessen	26,5%	28,9%	41,1%	2,3%	1,3%	73
	Rheinland-Pfalz	33,0%	28,5%	30,7%	3,8%	4,1%	50
	Baden-Württemberg	24,8%	30,6%	38,7%	3,6%	2,2%	125
	Bayern	32,9%	20,9%	41,8%	2,4%	1,8%	145
	Saarland	27,8%	29,1%	36,4%	6,7%	-	13
	Berlin	18,7%	30,7%	44,5%	4,1%	2,0%	43
	Brandenburg	31,3%	21,1%	45,4%	2,3%	-	31
	Mecklenburg-Vorpommern	29,8%	39,7%	27,7%	-	2,7%	21
	Sachsen	27,7%	21,4%	42,6%	8,3%	-	50
	Sachsen-Anhalt	25,2%	25,3%	43,7%	5,8%	-	26
Thüringen	35,5%	25,6%	38,9%	-	-	29	

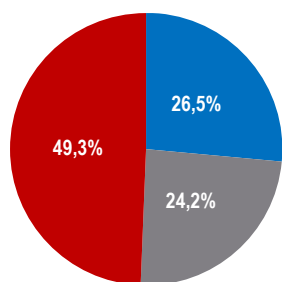
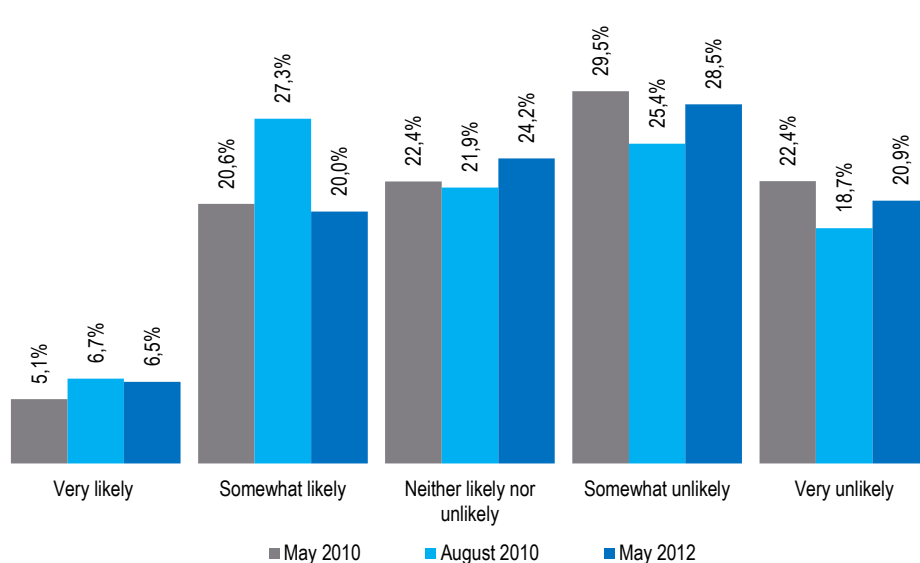
*Asked: Everyone.

** Source: ParX telephone survey, Feb - May 2009.

GERMANY

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

Answers	Count	Pct. %	Conf. lim +/-
Very likely	64	6,5%	1,5%
Somewhat likely	196	20,0%	2,5%
Neither likely nor	237	24,2%	2,7%
Somewhat unlikely	279	28,5%	2,8%
Very unlikely	204	20,9%	2,5%
Total	980	100,0%	
Answered	980	92,9%	
Did not answer	75	7,1%	
Count	1055	100,0%	
Asked*	1055	100,0%	
Not asked	0	0,0%	
Number of participants	1055	100,0%	



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

		Very likely	Somewhat likely	Neither likely nor unlikely	Somewhat unlikely	Very unlikely	Total
Total	Total	6,5%	20,0%	24,2%	28,5%	20,9%	980
Gender	Male	6,9%	19,6%	25,0%	27,9%	20,7%	482
	Female	6,1%	20,4%	23,4%	29,1%	21,0%	498
Age grouped	18-34 years	6,0%	21,3%	25,2%	29,5%	18,0%	231
	35-54 years	6,7%	21,4%	29,1%	25,6%	17,3%	357
	55 years plus	6,5%	17,9%	19,2%	30,6%	25,8%	392
Life cycle	Single	3,8%	18,7%	27,2%	33,8%	16,5%	222
	Married	8,3%	19,1%	22,7%	27,1%	22,8%	430
	Partnership after the life partnership law	-	24,4%	32,7%	18,8%	24,1%	11
	With Partner/in living together	6,0%	24,7%	24,8%	29,1%	15,4%	120
	Separated living	9,2%	4,1%	17,7%	32,3%	36,7%	19
	Divorced	10,0%	19,1%	26,8%	18,3%	25,8%	82
	Widowed	5,1%	21,2%	22,1%	22,5%	29,0%	20
	Refused	-	31,6%	14,3%	33,8%	20,3%	6
Region	Schleswig-Holstein	6,4%	25,0%	22,9%	24,6%	21,1%	34
	Hamburg	2,5%	31,3%	20,6%	24,0%	21,6%	21
	Niedersachsen	6,6%	13,7%	25,3%	29,1%	25,3%	98
	Bremen	-	19,7%	40,9%	39,4%	-	7
	Nordrhein-Westfalen	5,7%	18,0%	25,9%	28,9%	21,6%	212
	Hessen	6,8%	23,6%	21,4%	29,7%	18,5%	72
	Rheinland-Pfalz	10,0%	19,6%	31,3%	24,6%	14,5%	48
	Baden-Württemberg	5,1%	27,3%	15,8%	30,2%	21,6%	128
	Bayern	6,8%	22,0%	25,6%	29,2%	16,4%	143
	Saarland	-	24,4%	25,2%	25,0%	25,5%	11
	Berlin	6,5%	28,4%	14,9%	22,4%	27,8%	43
	Brandenburg	7,6%	12,6%	22,5%	36,7%	20,6%	32
	Mecklenburg-Vorpommern	-	21,1%	37,8%	18,3%	22,8%	20
	Sachsen	10,0%	5,1%	30,3%	33,5%	21,1%	53
	Sachsen-Anhalt	2,4%	13,3%	21,0%	33,9%	29,3%	30
	Thüringen	18,1%	18,3%	32,3%	13,7%	17,6%	28

*Asked: Everyone.

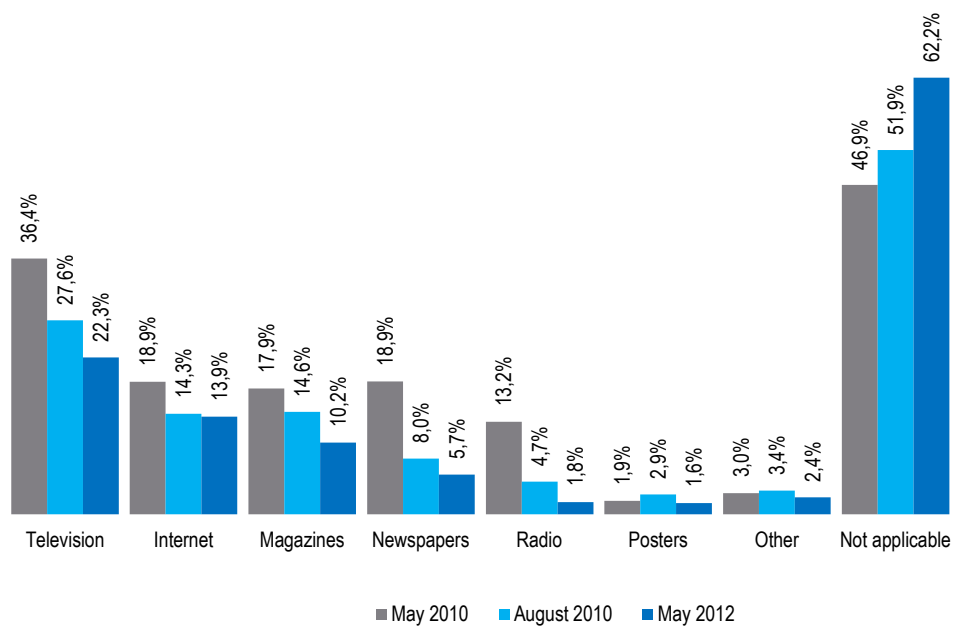
** Source: ParX telephone survey, Feb - May 2009.

GERMANY

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



Answers	Count	Pct. %	Conf. lim +/-
Television	218	22,3%	2,6%
Internet (e.g. web sites, blogs, social media)	136	13,9%	2,2%
Magazines	100	10,2%	1,9%
Newspapers	56	5,7%	1,5%
Radio	17	1,8%	0,8%
Posters (i.e. outdoor)	16	1,6%	0,8%
Other (please specify)	24	2,4%	1,0%
Not applicable - I have not noticed Iceland being advertised or discussed as a travel	607	62,2%	3,0%
Count	977		
Answered	977	92,6%	
Did not answer	78	7,4%	
Count	1055	100,0%	
Asked*	1055	100,0%	
Not asked	0	0,0%	
Number of participants	1055	100,0%	



		Television	Internet	Magazines	Newspapers	Radio	Posters	Other	Not applicable	Total
Total	Total	22,3%	13,9%	10,2%	5,7%	1,8%	1,6%	2,4%	62,2%	977
Gender	Male	24,8%	16,4%	11,8%	6,2%	2,2%	0,9%	3,0%	56,9%	470
	Female	20,0%	11,6%	8,8%	5,2%	1,4%	2,3%	1,9%	67,1%	507
Age grouped	18-34 years	16,8%	18,7%	9,1%	5,8%	2,5%	1,2%	1,8%	64,8%	226
	35-54 years	22,4%	13,6%	7,2%	4,5%	1,9%	2,6%	1,7%	63,9%	350
	55 years plus	25,3%	11,5%	13,5%	6,6%	1,3%	1,0%	3,5%	59,2%	401
Life cycle	Single	17,8%	15,8%	6,3%	7,2%	2,2%	1,1%	2,5%	63,3%	213
	Married	24,3%	13,3%	11,6%	5,9%	2,1%	1,5%	2,5%	61,5%	426
	Partnership after the life partnership law	27,3%	17,3%	14,4%	-	10,0%	-	-	38,4%	13
	With Partner/in living together	17,3%	13,9%	10,7%	4,4%	1,0%	4,3%	2,0%	67,3%	120
	Separated living	25,9%	4,1%	8,4%	4,7%	-	4,7%	7,8%	57,5%	19
	Divorced	25,9%	11,3%	8,1%	6,0%	-	-	2,1%	62,7%	91
	Widowed	23,7%	13,6%	8,8%	4,3%	-	-	5,2%	65,9%	20
	Refused	-	22,9%	-	-	-	-	-	77,1%	4
Region	Schleswig-Holstein	18,0%	12,5%	10,3%	5,8%	2,0%	-	3,8%	67,5%	35
	Hamburg	23,6%	10,9%	15,2%	7,5%	2,5%	2,5%	-	58,1%	21
	Niedersachsen	17,6%	13,7%	9,1%	2,8%	3,8%	1,2%	-	65,5%	97
	Bremen	20,4%	-	-	-	-	-	-	79,6%	7
	Nordrhein-Westfalen	17,3%	16,1%	9,1%	7,1%	1,9%	1,9%	1,4%	63,6%	203
	Hessen	22,3%	15,3%	19,6%	12,7%	1,4%	-	1,3%	59,5%	73
	Rheinland-Pfalz	16,2%	21,7%	5,9%	3,9%	-	-	3,8%	62,3%	48
	Baden-Württemberg	21,3%	13,1%	13,9%	8,2%	1,4%	3,0%	2,9%	61,0%	129
	Bayern	24,7%	13,0%	5,9%	1,9%	0,6%	2,6%	4,2%	64,8%	146
	Saarland	14,3%	-	7,2%	7,2%	7,2%	6,7%	6,9%	72,1%	13
	Berlin	29,1%	20,3%	21,0%	8,3%	-	2,0%	6,1%	48,1%	43
	Brandenburg	26,4%	6,9%	11,9%	4,9%	-	2,4%	2,3%	61,9%	33
	Mecklenburg-Vorpommern	22,6%	8,4%	2,7%	2,8%	-	-	-	74,7%	22
	Sachsen	34,2%	8,3%	2,9%	2,9%	8,1%	-	5,7%	63,1%	47
	Sachsen-Anhalt	28,9%	17,8%	7,8%	2,9%	-	-	-	55,9%	30
	Thüringen	42,7%	12,5%	12,9%	4,0%	-	-	-	44,8%	30

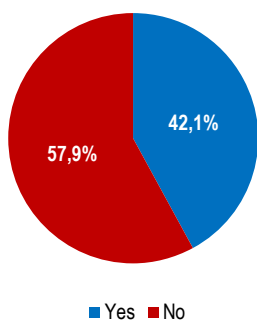
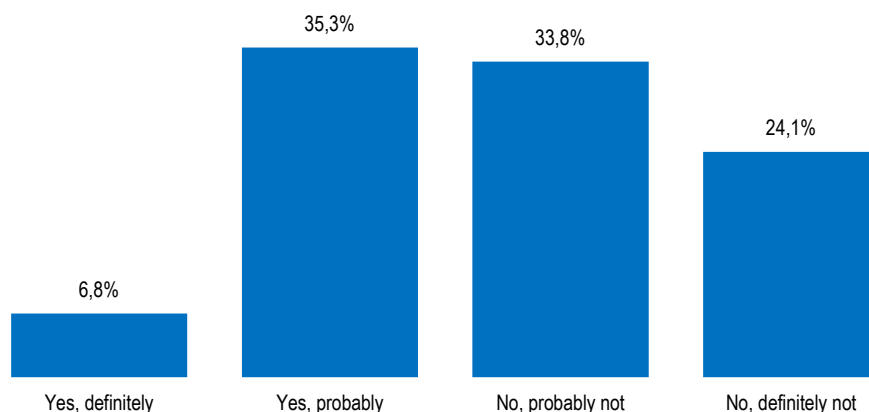
*Asked: Everyone.
 *-please select all of the options below which describe where you have seen or heard about Iceland as a travel destination

In 2010 participants were asked about last three months.

GERMANY

Would you consider travelling to Iceland during the months of September through April?

Answers	Count	Pct. %	Conf.lim +/-
Yes, definitely	63	6,8%	1,6%
Yes, probably	328	35,3%	3,1%
No, probably not	314	33,8%	3,0%
No, definitely not	224	24,1%	2,8%
Total	928	100,0%	
Answered	928	88,0%	
Did not answer	127	12,0%	
Count	1055	100,0%	
Asked*	1055	100,0%	
Not asked	0	0,0%	
Number of participants	1055	100,0%	



		Yes, definitely	Yes, probably	No, probably not	No, definitely not	Total
Total	Total	6,8%	35,3%	33,8%	24,1%	928
Gender	Male	6,2%	34,8%	33,5%	25,5%	455
	Female	7,4%	35,7%	34,1%	22,8%	473
Age grouped	18-34 years	8,0%	39,7%	35,3%	17,0%	211
	35-54 years	7,2%	39,7%	30,5%	22,6%	333
	55 years plus	5,8%	29,0%	35,8%	29,4%	384
Life cycle	Single	6,0%	35,9%	37,0%	21,1%	204
	Married	6,9%	32,8%	33,4%	26,9%	413
	Partnership after the life partnership law	-	20,8%	34,8%	44,4%	9
	With Partner/in living together	8,7%	42,9%	36,1%	12,3%	113
	Separated living	4,6%	40,1%	31,5%	23,8%	19
	Divorced	6,8%	40,9%	23,2%	29,1%	82
	Widowed	13,6%	-	41,8%	44,6%	21
	Refused	-	35,9%	40,0%	24,1%	5
Region	Schleswig-Holstein	8,8%	41,8%	33,8%	15,6%	32
	Hamburg	2,5%	48,3%	24,9%	24,3%	21
	Niedersachsen	4,3%	26,0%	45,4%	24,2%	87
	Bremen	-	16,3%	49,5%	34,2%	9
	Nordrhein-Westfalen	10,2%	32,1%	27,6%	30,2%	199
	Hessen	6,7%	28,3%	41,1%	23,9%	69
	Rheinland-Pfalz	6,2%	42,1%	36,6%	15,2%	47
	Baden-Württemberg	5,6%	35,8%	38,1%	20,5%	126
	Bayern	7,1%	37,8%	34,2%	21,0%	139
	Saarland	-	49,7%	32,5%	17,9%	11
	Berlin	2,2%	43,4%	26,8%	27,6%	40
	Brandenburg	8,0%	33,1%	27,9%	31,0%	31
	Mecklenburg-Vorpommern	-	40,1%	35,9%	24,0%	22
	Sachsen	5,6%	47,0%	26,1%	21,3%	46
	Sachsen-Anhalt	10,3%	27,8%	37,9%	24,0%	30
Thüringen	12,1%	38,2%	18,2%	31,4%	20	

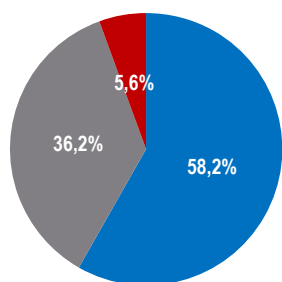
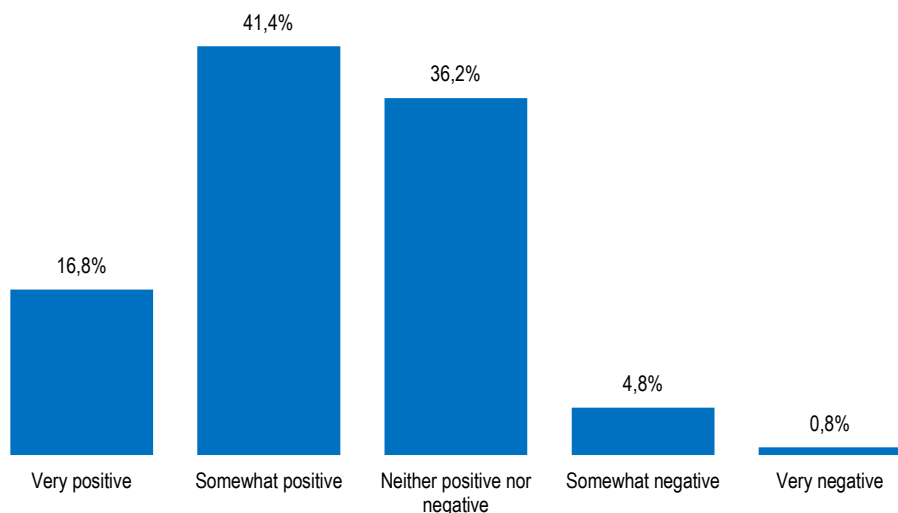
*Asked: Everyone.

New question in May 2012

FRANCE

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

Answers	Count	Pct. %	Conf. lim +/-
Very positive	161	16,8%	2,4%
Somewhat positive	397	41,4%	3,1%
Neither positive nor negative	347	36,2%	3,0%
Somewhat negative	46	4,8%	1,4%
Very negative	7	0,8%	0,6%
Total	959	100,0%	
Answered	959	94,8%	
Did not answer	52	5,2%	
Count	1011	100,0%	
Asked*	1011	100,0%	
Not asked	0	0,0%	
Number of participants	1011	100,0%	



- Very or somewhat positive
- Neither positive nor negative
- Very or somewhat negative

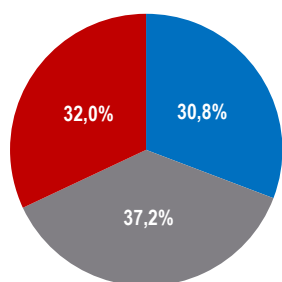
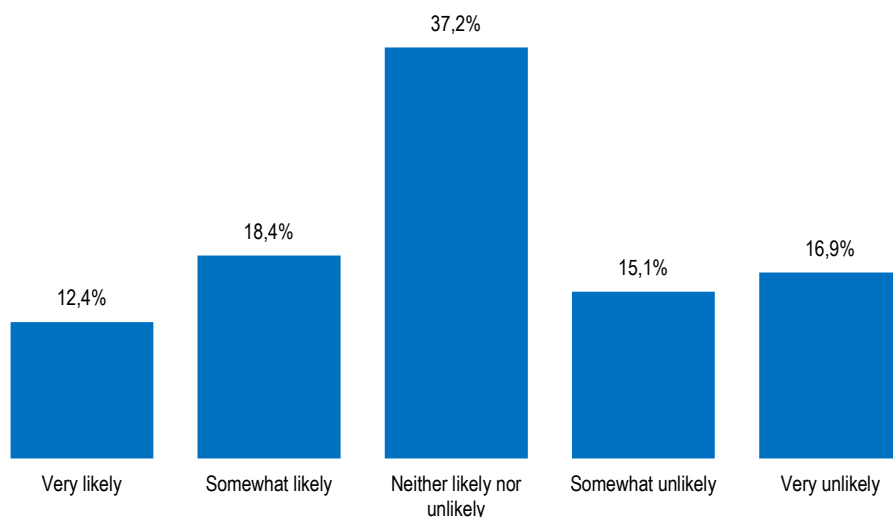
		Very positive	Somewhat positive	Neither positive nor negative	Somewhat negative	Very negative	Total
Total	Total	16,8%	41,4%	36,2%	4,8%	0,8%	959
Gender	Male	17,7%	44,0%	34,5%	2,9%	0,8%	464
	Female	16,0%	39,0%	37,8%	6,6%	0,7%	495
Age	18 to 24	20,0%	41,0%	31,0%	8,0%	-	113
	25 to 34	15,8%	43,2%	37,4%	3,0%	0,5%	163
	35 to 44	18,2%	36,2%	40,5%	5,2%	-	174
	45 to 54	12,6%	45,8%	34,9%	4,7%	2,0%	169
	55+	17,6%	41,2%	35,7%	4,5%	1,0%	340
Marital status	Married	15,9%	41,0%	35,7%	6,0%	1,5%	403
	Re-married	14,1%	57,4%	28,4%	-	-	30
	Living together, not married	21,2%	41,8%	35,3%	1,0%	0,8%	219
	Living alone, but in a relationship	18,0%	42,6%	31,1%	8,3%	-	107
	Living alone, but did live with someone	16,6%	41,9%	35,1%	6,3%	-	61
	Divorced	17,1%	37,4%	40,9%	4,6%	-	81
	Separated	5,8%	36,1%	58,1%	-	-	19
Widower/widow	3,8%	33,9%	49,3%	13,1%	-	25	
Type of city	Village or rural environment	14,6%	41,2%	39,2%	4,0%	1,0%	294
	Small city or medium sized town	16,2%	39,5%	37,5%	6,4%	0,4%	405
	Big city	20,4%	44,1%	31,0%	3,3%	1,1%	257
Region	Northeast	14,1%	37,1%	41,1%	6,8%	0,8%	226
	Northwest	19,0%	37,8%	38,4%	4,0%	0,8%	221
	Paris region	18,9%	45,2%	31,3%	3,9%	0,6%	174
	Southeast	16,7%	44,8%	32,2%	5,5%	0,7%	234
	Southwest	14,5%	44,7%	37,7%	2,0%	1,1%	103

*Asked: Everyone.

FRANCE

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

Answers	Count	Pct. %	Conf. lim +/-
Very likely	116	12,4%	2,1%
Somewhat likely	173	18,4%	2,5%
Neither likely nor	350	37,2%	3,1%
Somewhat unlikely	142	15,1%	2,3%
Very unlikely	158	16,9%	2,4%
Total	939	100,0%	
Answered	939	92,8%	
Did not answer	72	7,2%	
Count	1011	100,0%	
Asked*	1011	100,0%	
Not asked	0	0,0%	
Number of participants	1011	100,0%	



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

		Very likely	Somewhat likely	Neither likely nor unlikely	Somewhat unlikely	Very unlikely	Total
Total	Total	12,4%	18,4%	37,2%	15,1%	16,9%	939
Gender	Male	14,7%	19,5%	37,0%	15,8%	13,0%	467
	Female	10,1%	17,3%	37,5%	14,4%	20,7%	471
Age	18 to 24	17,2%	16,2%	33,2%	15,7%	17,8%	113
	25 to 34	11,8%	22,4%	39,9%	15,2%	10,8%	154
	35 to 44	16,4%	16,0%	39,6%	16,2%	11,9%	176
	45 to 54	12,5%	14,0%	39,4%	14,2%	20,0%	169
	55+	8,7%	20,8%	35,1%	14,8%	20,5%	326
Marital status	Married	9,8%	18,2%	38,1%	14,7%	19,2%	396
	Re-married	21,5%	20,1%	37,8%	11,4%	9,1%	31
	Living together, not married	15,2%	21,0%	39,3%	13,9%	10,6%	212
	Living alone, but in a relationship	12,3%	16,7%	33,1%	17,6%	20,3%	106
	Living alone, but did live with someone	18,9%	16,3%	35,9%	15,7%	13,1%	64
	Divorced	12,1%	18,8%	35,7%	11,8%	21,7%	79
	Separated	14,9%	4,4%	28,4%	28,8%	23,5%	18
Widower/widow	-	14,6%	32,2%	33,5%	19,7%	22	
Type of city	Village or rural environment	9,3%	18,7%	39,3%	13,5%	19,2%	285
	Small city or medium sized town	11,3%	18,9%	34,6%	16,0%	19,2%	402
	Big city	17,8%	17,0%	39,0%	15,7%	10,5%	249
Region	Northeast	11,9%	16,9%	36,3%	13,1%	21,7%	215
	Northwest	9,4%	20,8%	39,3%	14,3%	16,2%	219
	Paris region	13,7%	19,7%	36,4%	15,2%	15,0%	173
	Southeast	16,0%	18,1%	34,3%	14,4%	17,2%	230
	Southwest	9,2%	14,9%	42,8%	22,6%	10,4%	102

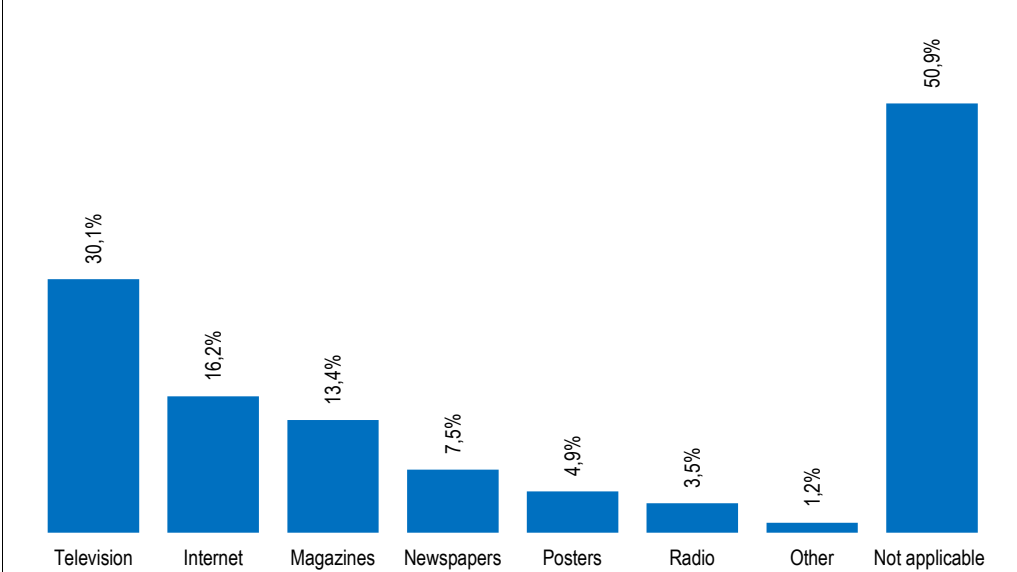
*Asked: Everyone.

FRANCE

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



Answers	Count	Pct. %	Conf. lim +/-
Television	270	30,1%	3,0%
Internet (e.g. web sites, blogs, social media)	145	16,2%	2,4%
Magazines	120	13,4%	2,2%
Newspapers	67	7,5%	1,7%
Posters (i.e. outdoor)	44	4,9%	1,4%
Radio	31	3,5%	1,2%
Other	11	1,2%	0,7%
Not applicable - I have not noticed Iceland being advertised or discussed as a travel	458	50,9%	3,3%
Total	900		
Answered	900	89,0%	
Did not answer	111	11,0%	
Count	1011	100,0%	
Asked*	1011	100,0%	
Not asked	0	0,0%	
Number of participants	1011	100,0%	



		Television	Internet	Magazines	Newspapers	Posters	Radio	Other	Not applicable	Total
Total	Total	30,1%	16,2%	13,4%	7,5%	4,9%	3,5%	1,2%	50,9%	900
Gender	Male	35,0%	18,5%	15,1%	8,9%	5,3%	5,1%	1,6%	44,6%	442
	Female	25,3%	13,8%	11,7%	6,1%	4,5%	2,0%	0,8%	56,9%	457
Age	18 to 24	27,0%	24,5%	11,2%	2,8%	11,0%	4,1%	1,3%	52,3%	101
	25 to 34	30,5%	12,0%	6,4%	7,3%	3,4%	4,0%	-	56,7%	148
	35 to 44	27,1%	18,2%	12,4%	9,5%	2,8%	3,3%	-	53,1%	166
	45 to 54	23,7%	11,4%	13,2%	8,0%	4,0%	3,0%	1,5%	56,7%	163
	55+	35,6%	16,8%	17,8%	7,8%	5,1%	3,4%	2,1%	43,8%	322
Marital status	Married	30,6%	14,2%	12,4%	6,9%	4,2%	4,2%	1,7%	51,3%	380
	Re-married	42,0%	24,9%	22,7%	4,2%	4,2%	6,8%	-	42,4%	30
	Living together, not married	32,5%	18,6%	13,1%	7,8%	6,5%	3,2%	1,1%	48,9%	199
	Living alone, but in a relationship	29,6%	18,3%	9,1%	5,8%	2,5%	2,7%	-	49,8%	95
	Living alone, but did live with someone	19,8%	14,6%	6,8%	4,0%	2,7%	-	2,0%	60,9%	63
	Divorced	30,4%	15,4%	23,1%	11,8%	5,4%	4,2%	0,9%	47,5%	79
	Separated	24,8%	20,2%	15,8%	5,2%	5,2%	-	-	66,6%	19
Widower/widow	22,1%	14,1%	17,9%	17,6%	4,8%	-	-	59,9%	23	
Type of city	Village or rural environment	30,0%	11,4%	11,0%	5,1%	3,7%	3,0%	1,8%	52,3%	282
	Small city or medium sized town	29,4%	18,6%	12,5%	8,9%	3,4%	3,0%	0,9%	52,3%	385
	Big city	31,0%	18,0%	17,8%	8,1%	8,8%	5,0%	0,9%	46,7%	231
Region	Northeast	27,0%	23,0%	13,6%	8,3%	4,0%	5,7%	1,1%	53,3%	208
	Northwest	31,1%	16,4%	12,3%	6,1%	4,0%	2,4%	1,0%	50,4%	208
	Paris region	26,8%	15,1%	11,2%	10,3%	7,6%	5,0%	1,4%	50,8%	163
	Souteast	36,5%	12,2%	16,0%	5,5%	4,5%	2,4%	0,9%	46,4%	223
	Soutwest	25,0%	11,7%	12,5%	8,7%	4,8%	1,1%	1,9%	57,0%	98

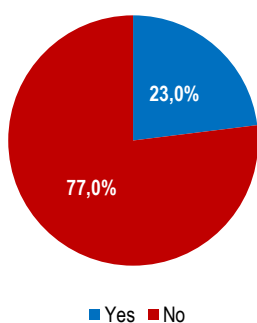
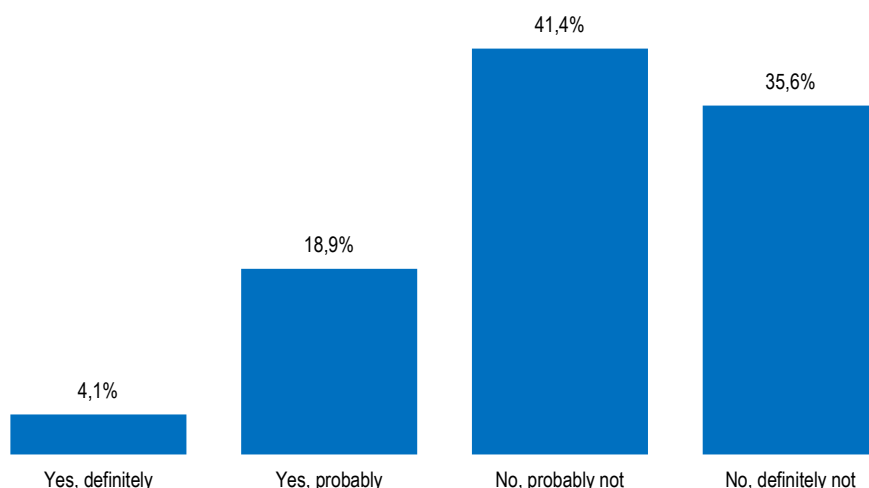
*Asked: Everyone.

*-please select all of the options below which describe where you have seen or heard about Iceland as a travel destination

FRANCE

Would you consider travelling to Iceland during the months of September through April?

Answers	Count	Pct. %	Conf. lim +/-
Yes, definitely	36	4,1%	1,3%
Yes, probably	166	18,9%	2,6%
No, probably not	362	41,4%	3,3%
No, definitely not	312	35,6%	3,2%
Total	876	100,0%	
Answered	876	86,6%	
Did not answer	135	13,4%	
Count	1011	100,0%	
Asked*	1011	100,0%	
Not asked	0	0,0%	
Number of participants	1011	100,0%	

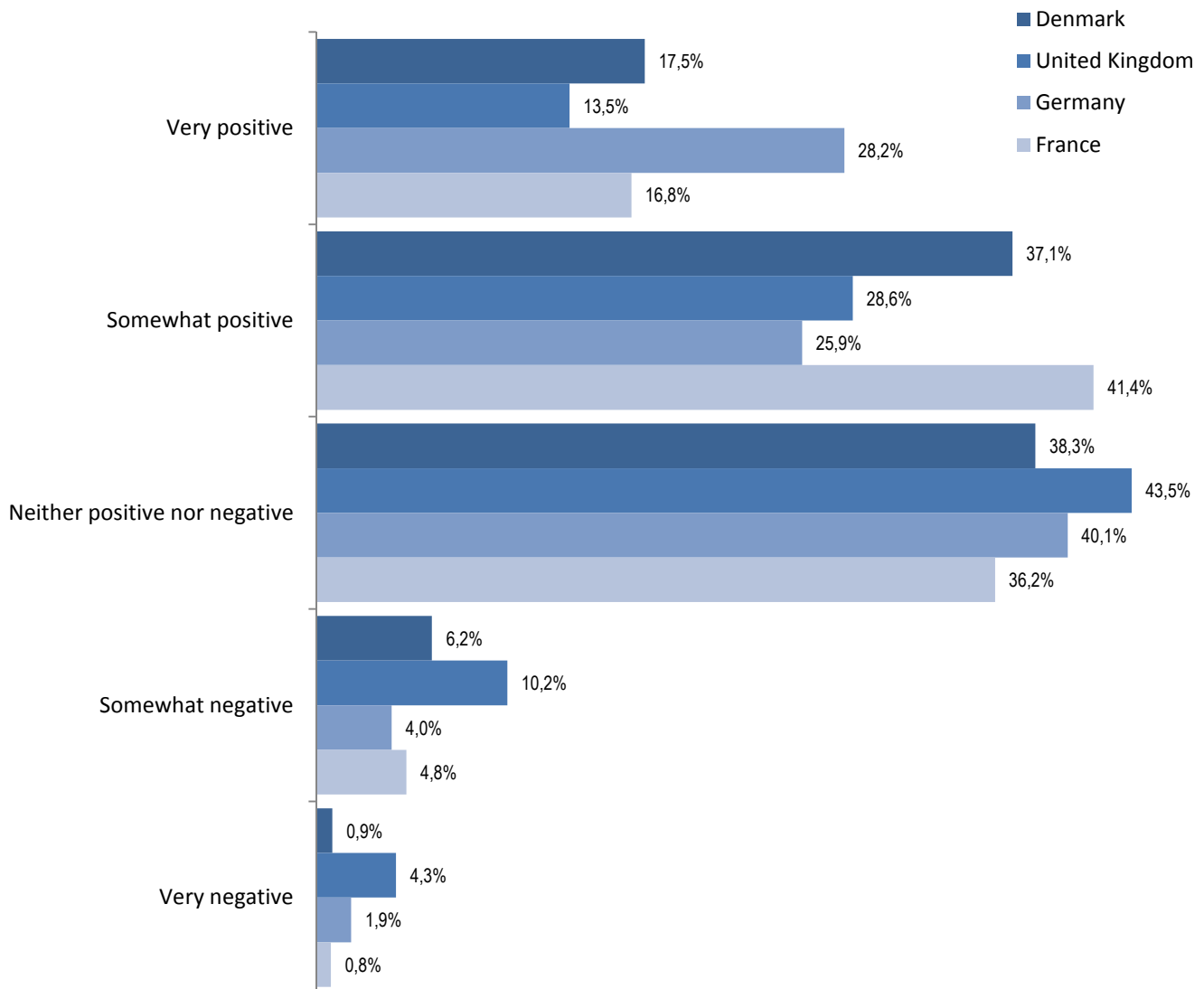


		Yes, definitely	Yes, probably	No, probably not	No, definitely not	Total
Total	Total	4,1%	18,9%	41,4%	35,6%	876
Gender	Male	5,5%	20,7%	42,1%	31,6%	425
	Female	2,8%	17,3%	40,7%	39,3%	451
Age	18 to 24	2,4%	22,3%	33,9%	41,4%	106
	25 to 34	5,0%	16,5%	46,8%	31,8%	148
	35 to 44	6,9%	21,2%	43,9%	28,0%	163
	45 to 54	3,6%	19,6%	39,9%	37,0%	161
	55+	3,0%	17,4%	40,8%	38,8%	299
Marital status	Married	4,0%	18,4%	42,1%	35,5%	367
	Re-married	-	29,4%	47,0%	23,6%	25
	Living together, not married	4,6%	22,2%	41,8%	31,5%	200
	Living alone, but in a relationship	2,4%	12,7%	41,0%	44,0%	97
	Living alone, but did live with someone	7,8%	20,9%	42,6%	28,7%	58
	Divorced	4,1%	12,8%	39,8%	43,4%	77
	Separated	4,9%	15,8%	33,1%	46,1%	20
Widower/widow	-	15,4%	42,2%	42,5%	22	
Type of city	Village or rural environment	3,5%	15,1%	43,5%	37,9%	265
	Small city or medium sized town	3,5%	19,0%	38,4%	39,0%	376
	Big city	5,7%	23,4%	43,2%	27,7%	232
Region	Northeast	5,4%	13,3%	41,4%	39,9%	207
	Northwest	4,6%	15,4%	47,1%	32,8%	204
	Paris region	5,8%	21,0%	37,3%	35,8%	154
	Souteast	1,4%	24,9%	39,2%	34,4%	218
	Southwest	3,6%	21,7%	40,5%	34,2%	93

*Asked: Everyone.

COMPARISON

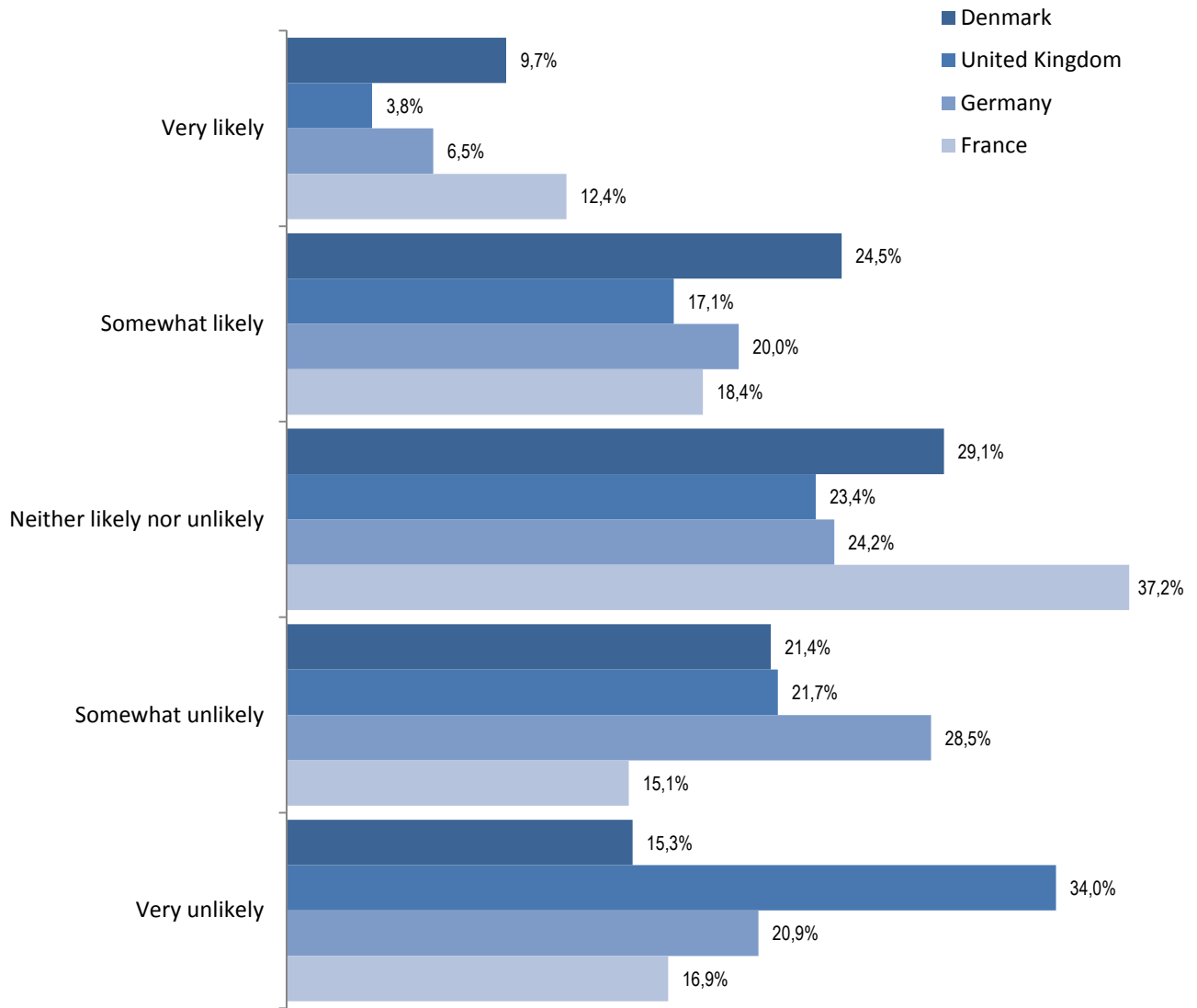
How positive or negative are you towards Iceland as a travel destination?



	Very positive	Somewhat positive	Neither positive nor negative	Somewhat negative	Very negative	Count
Denmark	17,5%	37,1%	38,3%	6,2%	0,9%	953
United Kingdom	13,5%	28,6%	43,5%	10,2%	4,3%	2018
Germany	28,2%	25,9%	40,1%	4,0%	1,9%	965
France	16,8%	41,4%	36,2%	4,8%	0,8%	959

COMPARISON

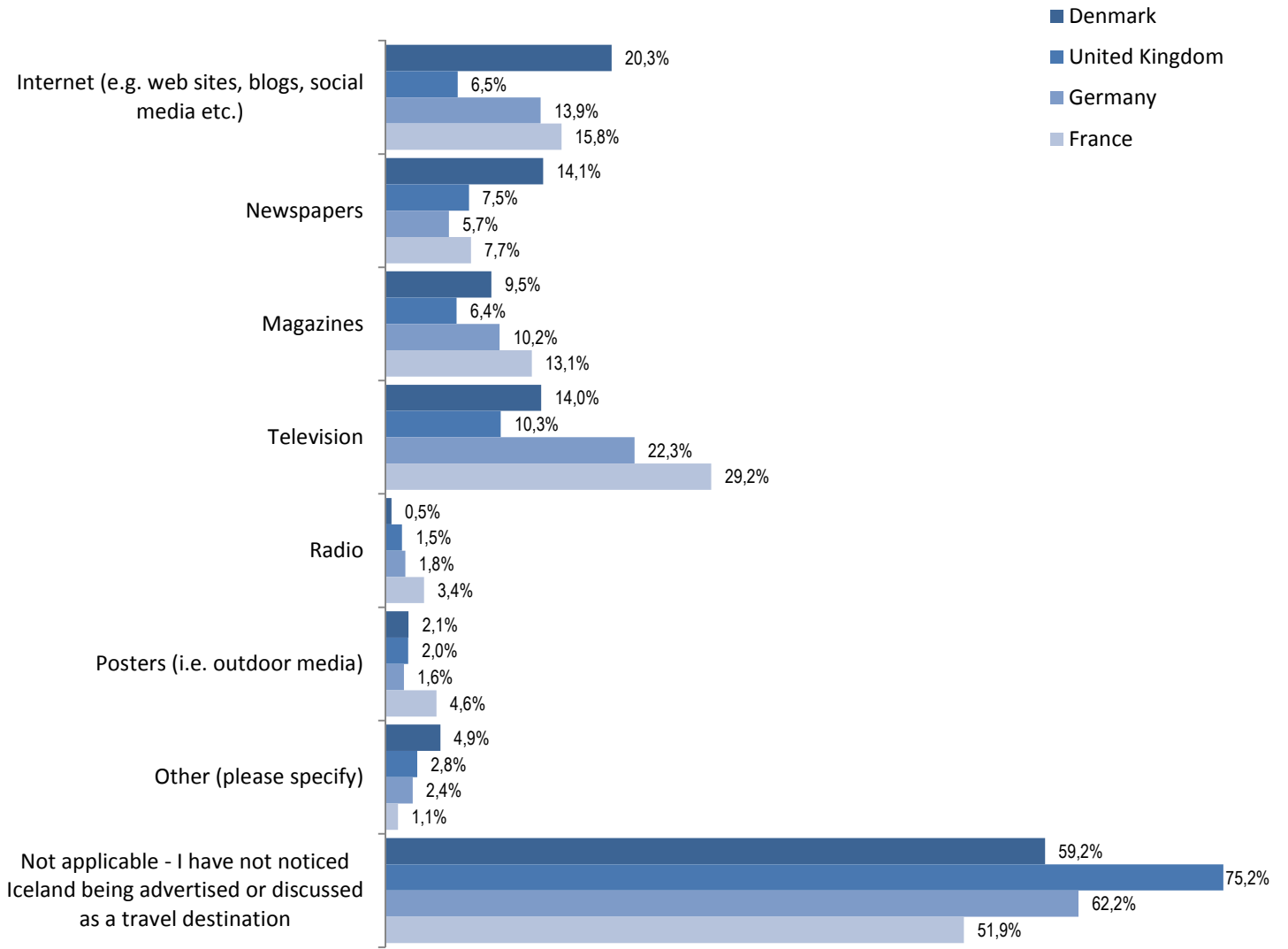
How likely or unlikely are you to visit Iceland in the future?



	Very likely	Somewhat likely	Neither likely nor unlikely	Somewhat unlikely	Very unlikely	Count
Denmark	9,7%	24,5%	29,1%	21,4%	15,3%	956
United Kingdom	3,8%	17,1%	23,4%	21,7%	34,0%	2045
Germany	6,5%	20,0%	24,2%	28,5%	20,9%	980
France	12,4%	18,4%	37,2%	15,1%	16,9%	939

COMPARISON

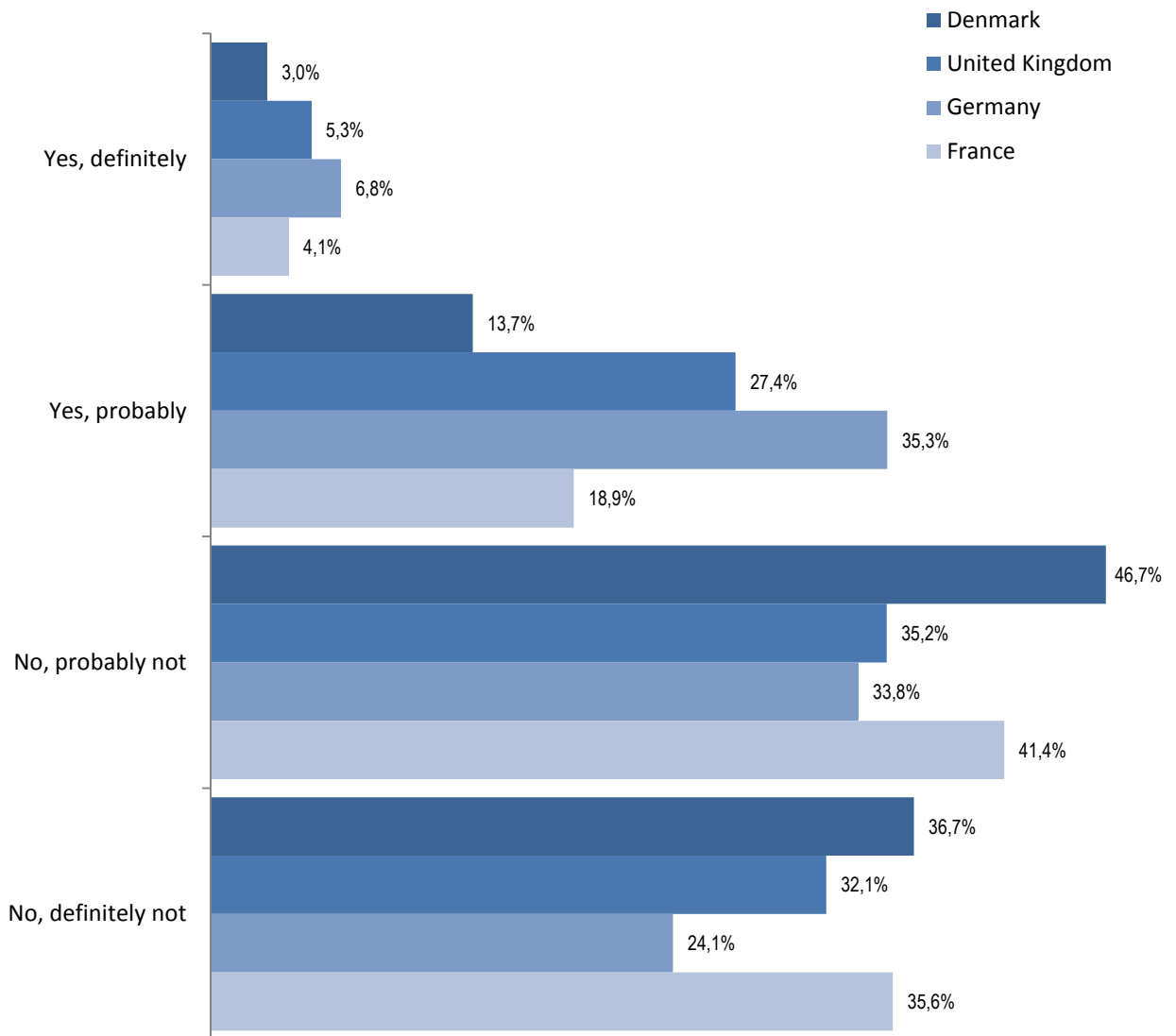
Have you seen or heard anything about Iceland as a travel destination through advertising or media coverage during the last six months?



	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	20,3%	14,1%	9,5%	14,0%	0,5%	2,1%	4,9%	59,2%	960
United Kingdom	6,5%	7,5%	6,4%	10,3%	1,5%	2,0%	2,8%	75,2%	2008
Germany	13,9%	5,7%	10,2%	22,3%	1,8%	1,6%	2,4%	62,2%	977
France	15,8%	7,7%	13,1%	29,2%	3,4%	4,6%	1,1%	51,9%	900

COMPARISON

Would you consider travelling to Iceland during the months of September through April?



	Yes, definitely	Yes, probably	No, probably not	No, definitely not	Count
Denmark	3,0%	13,7%	46,7%	36,7%	815
United Kingdom	5,3%	27,4%	35,2%	32,1%	1648
Germany	6,8%	35,3%	33,8%	24,1%	928
France	4,1%	18,9%	41,4%	35,6%	876