



Viðhorfsrannsókn um Ísland

Denmark, United Kingdom and Germany

January 2011



Reproduction or dissemination of any information contained herein is granted only by contract or prior written permission from Market and Media Research Ltd (Markaðs- og miðlarannsóknir ehf).
Copyright ©2008 Markaðs- og miðlarannsóknir ehf.

Table of contents

Bls. Efni

- 4 Project overview
- 5 Summary of findings
- 6 DENMARK
When you think about Iceland what comes into your mind?*** (Mentioned first)
- 7 DENMARK
When you think about Iceland what comes into your mind?*** (ALL that was mentioned)
- 8 DENMARK
When you think about Iceland what comes into your mind?
- 9 DENMARK
How positive or negative are you, in general, towards the country Iceland?
- 10 DENMARK
How positive or negative are you towards Icelandic products, services and brands?
- 11 DENMARK
Can you think of any products, services or brands which originate from the country Iceland or you associate with Iceland?***
- 12 DENMARK
Can you think of any products, services or brands which originate from the country Iceland or you associate with Iceland?
- 13 DENMARK
Can you think of any products, services or brands which originate from the country Iceland or you associate with Iceland?
- 14 DENMARK
Can you think of any products, services or brands which originate from the country Iceland or you associate with Iceland?
- 15 DENMARK
Have you ever visited Iceland?***
- 16 DENMARK
When you think about REYKJAVIK what comes into your mind?*** (Mentioned first)
- 17 DENMARK
When you think about REYKJAVIK what comes into your mind?*** (ALL that was mentioned)
- 18 DENMARK
When you think about REYKJAVIK what comes into your mind?
- 19 UNITED KINGDOM
When you think about Iceland what comes into your mind?*** (Mentioned first)
- 20 UNITED KINGDOM
When you think about Iceland what comes into your mind?*** (ALL that was mentioned)
- 21 UNITED KINGDOM
When you think about Iceland what comes into your mind?
- 22 UNITED KINGDOM
How positive or negative are you, in general, towards the country Iceland?
- 23 UNITED KINGDOM
How positive or negative are you towards Icelandic products, services and brands?
- 24 UNITED KINGDOM
Can you think of any products, services or brands which originate from the country Iceland or you associate with Iceland?***
- 25 UNITED KINGDOM
Can you think of any products, services or brands which originate from the country Iceland or you associate with Iceland?
- 26 UNITED KINGDOM
Can you think of any products, services or brands which originate from the country Iceland or you associate with Iceland?
- 27 UNITED KINGDOM
Can you think of any products, services or brands which originate from the country Iceland or you associate with Iceland?
- 28 UNITED KINGDOM
Can you think of any products, services or brands which originate from the country Iceland or you associate with Iceland?
- 29 UNITED KINGDOM
Have you ever visited Iceland?***
- 30 UNITED KINGDOM
When you think about REYKJAVIK what comes into your mind?*** (Mentioned first)
- 31 UNITED KINGDOM
When you think about REYKJAVIK what comes into your mind?*** (ALL that was mentioned)
- 32 UNITED KINGDOM
When you think about REYKJAVIK what comes into your mind?

Table of contents (continued)

| Page | Contents |
|------|--|
| 33 | GERMANY When you think about Iceland what comes into your mind?*** (Mentioned first) |
| 35 | GERMANY When you think about Iceland what comes into your mind?*** (ALL that was mentioned) |
| 37 | GERMANY When you think about Iceland what comes into your mind? |
| 38 | GERMANY How positive or negative are you, in general, towards Iceland? |
| 40 | GERMANY How positive or negative are you towards Icelandic products, services and brands? |
| 42 | GERMANY Can you think of any products, services or brands which originate from the country Iceland or you associate with Iceland?* |
| 44 | GERMANY Can you think of any products, services or brands which originate from the country Iceland or you associate with Iceland? |
| 45 | GERMANY Can you think of any products, services or brands which originate from the country Iceland or you associate with Iceland? |
| 46 | GERMANY Can you think of any products, services or brands which originate from the country Iceland or you associate with Iceland? |
| 47 | GERMANY Have you ever visited Iceland?* |
| 49 | GERMANY When you think about REYKJAVÍK what comes into your mind?*** (Mentioned first) |
| 51 | GERMANY When you think about REYKJAVÍK what comes into your mind?*** (ALL that was mentioned) |
| 53 | GERMANY When you think about REYKJAVÍK what comes into your mind? |
| 54 | COMPARISON BETWEEN THE COUNTRIES When you think about Iceland what comes into your mind? (Mentioned first) |
| 55 | COMPARISON BETWEEN THE COUNTRIES When you think about Iceland what comes into your mind? (ALL that was mentioned) |
| 56 | COMPARISON BETWEEN THE COUNTRIES How positive or negative are you, in general, towards the country Iceland? |
| 57 | COMPARISON BETWEEN THE COUNTRIES How positive or negative are you towards Icelandic products, services and brands? |
| 58 | COMPARISON BETWEEN MEANS |
| 59 | COMPARISON BETWEEN THE COUNTRIES Can you think of any products, services or brands which originate from the country Iceland or you associate with Iceland?* |
| 60 | COMPARISON BETWEEN THE COUNTRIES Have you ever visited Iceland? |
| 61 | COMPARISON BETWEEN THE COUNTRIES When you think about REYKJAVÍK what comes into your mind? (Mentioned first) |
| 62 | COMPARISON BETWEEN THE COUNTRIES When you think about REYKJAVÍK what comes into your mind? (ALL that was mentioned) |
| 64 | DENMARK How positive or negative are you towards Iceland as a travel destination? |
| 65 | DENMARK How likely or unlikely are you to visit Iceland in the future? |
| 66 | UNITED KINGDOM How positive or negative are you towards Iceland as a travel destination? |
| 67 | UNITED KINGDOM How likely or unlikely are you to visit Iceland in the future? |
| 68 | GERMANY How positive or negative are you towards Iceland as a travel destination? |
| 70 | GERMANY How likely or unlikely are you to visit Iceland in the future? |

Project overview

Description

| | |
|-------------|----------------------------------|
| Client | Íslandsstofa og Höfuðborgarstofa |
| Fieldwork | Week 1 2011 |
| Methodology | Online omnibus |

Sample

| | |
|----------------|---|
| Denmark | Nationally representative age, 18 to 74 years |
| United Kingdom | Nationally representative age, 18+ |
| Germany | Nationally representative age, 18+ |

Number of respondents

| | |
|----------------|------|
| Denmark | 1000 |
| United Kingdom | 2207 |
| Germany | 1025 |

Reykjavík 17th of January 2011
MMR/Market and Media research ehf
Laugavegi 174
105 Reykjavík
<http://www.mmr.is/>

Summary of findings

As before, Iceland is mostly known for its nature like hot springs, glaciers, mountains and Geysers. The economic meltdown is not as highly in people's minds as in 2009, now volcanoes and ash clouds seem to have taken over.

People in Denmark and Germany are more positive towards Iceland than the British and they are also more positive than they were in 2009. Germans are more positive towards Icelandic products, brands and services than they were in 2009 but the opposite is true for Denmark and the United Kingdom. The British are most negative towards Icelandic products but a high number in all the countries are neither positive nor negative.

The majority could not mention any Icelandic products, brands or services but those who could mentioned clothes labels like 66°North and Birna, Eve online and artists like Sigur rós and Björk.

A vast majority had never visited Iceland and that has not changed since 2009.

The majority in all the countries connected Reykjavik to geographical factors, like being remote and cold climate, but quite a number connected Reykjavik to something regarding culture.

Iceland is mostly known for its nature and at the time being volcanoes. Nature, like Geysers, glaciers, hot springs and volcanoes, counted for around half of what the respondents thought of when thinking about Iceland. A vast majority of respondents from all the countries mentioned nature and volcanoes as their top of mind, particularly the Danish (83,9%) and Germans (72,1%) compared to 68,6% of the British. Volcanoes and volcanic eruptions have for a long time been linked with Iceland but at this time in history even more than before, approximately one third of respondents from Denmark (36,9%), around one fifth from Germany (20,6%) and 23,7% of respondents in the United Kingdom mentioned something connected to ash, ash clouds and volcanoes.

A few mentioned the economy as top of mind, only 5,9% of the Danish which is a big change from the 2009 survey when that percentage was 44%, the same pattern was in Germany but with a lesser change, the percentage was 17,6% in 2009 but is now 6,7%. The United Kingdom however stands out, with the opposite happening, the number of respondents thinking about something regarding the economy has grown since 2009, is now 23% but was 18,8% in 2009.

Considering everything that the respondents mentioned nature, volcano and economy was mentioned most often in all the three countries.

The Danish and Germans are more positive towards Iceland than the people of Britain, where 22,5% were somewhat or very positive towards Iceland compared to 60,2% in Denmark and 55,4% in Germany. The Danish are just as positive towards Iceland as they were in 2009, 60,2% now compared to 60,6% in 2009, there are however fewer very positive now (15,4%) than in 2009 (29,7%). The Germans are more positive towards Iceland now than in 2009 when the percentage was 40%. The opposite is true for Britain, 22,5% are positive towards Iceland in 2011 compared to 27,2% in 2009, also the number of people in Britain who doesn't seem to have an opinion on Iceland is higher than in the other countries, 60,4% compared to 36,5% in Denmark and 40,1% in Germany.

Asked how positive or negative they were towards Icelandic products, services and brands, again the British stand out, 10,5% of them are positive towards Icelandic products, brands and services which is slightly less than 25,2% in 2009. 17,4% of the British are negative towards Icelandic products and quite a number (72,1%) is neither positive nor negative, just doesn't have an opinion. The Danish and Germans on the other hand are little more positive towards Icelandic products, brands and services than the British as 36,0% Danes and 30,1% Germans are positive. A large number of participants in both Germany (65,3%) and Denmark (59,6%) are neither positive nor negative towards Icelandic products, services and brands, they just do not have an opinion regarding Icelandic products. A slightly higher number of Germans (30,2%) are positive towards Icelandic products now compared to 2009 (19,9%) which is opposite to that of Denmark and United Kingdom where the percentage is less than it was in 2009.

The majority in all the countries, 60,7% in Denmark, 73,5% in Britain and 67% in Germany, could not think of any products, services or brands that originate from the country Iceland or they associate with Iceland. Of those who could, they mentioned something regarding the banks and banking system, wool clothes, 66°North, Eve online, fish and fish products, Sigur rós and Björk, of course.

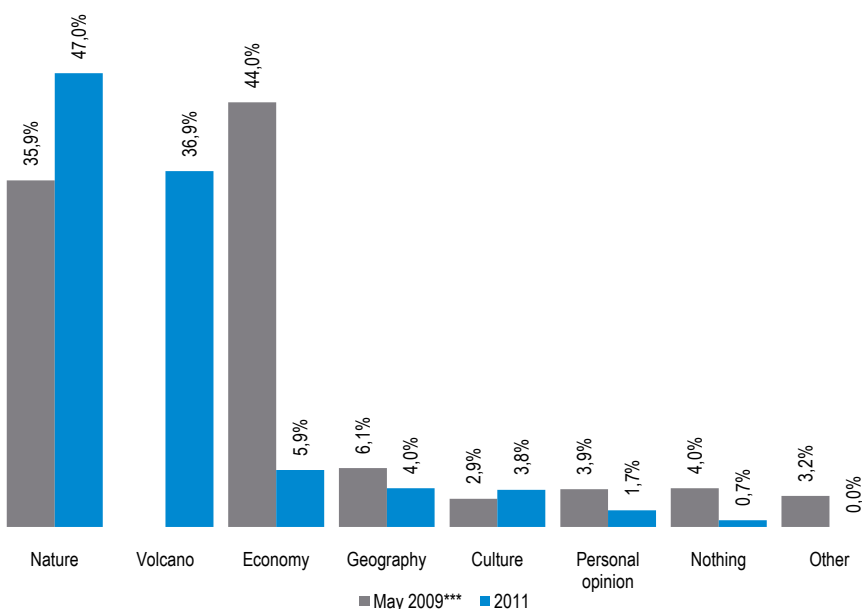
A vast majority had never visited Iceland and that has not changed since 2009, out of those who had visited Iceland the majority came from Denmark, 16,5%. Only around 5% of the British (5,1%) and Germans (4,6%) had visited Iceland which leaves out the majority who never had, 94,9% of the British and 95,4% of the Germans.

When thinking about Reykjavik the majority in all the countries, 47,7% in Denmark, 39,9% in Britain and 46% in Germany mentioned geographical factors for example that it is the Capital of Iceland, small and remote. Quite a number, 15,5% in Denmark, 9,4% in Britain and 9% in Germany mentioned something regarding culture, for example that they connected Reykjavik with fashion, that it was modern, had a

DENMARK

When you think about Iceland what comes into your mind? (Mentioned first)

| Answers | Count | Pct. % | Conf. lim +/- |
|-----------------------|-------|--------|---------------|
| Nature | 470 | 47,0% | 3,1% |
| Volcano | 369 | 36,9% | 3,0% |
| Economy | 59 | 5,9% | 1,5% |
| Geography | 40 | 4,0% | 1,2% |
| Culture | 38 | 3,8% | 1,2% |
| Personal opinion | 17 | 1,7% | 0,8% |
| Nothing | 7 | 0,7% | 0,5% |
| Count | 1000 | 100,0% | |
| Answered | 1000 | 100,0% | |
| Did not answer | 0 | 0,0% | |
| Count | 1000 | 100,0% | |
| Asked* | 1000 | 100,0% | |
| Not asked | 0 | 0,0% | |
| Number of respondents | 1000 | 100,0% | |



| | | Nature | Volcano | Economy | Geography | Culture | Personal opinion | Nothing | Count |
|------------------|---|--------|---------|---------|-----------|---------|------------------|---------|-------|
| Total | Total | 47,0% | 36,9% | 5,9% | 4,0% | 3,8% | 1,7% | 0,7% | 1000 |
| Gender | Male | 40,4% | 40,0% | 7,1% | 5,3% | 4,3% | 2,0% | 0,8% | 501 |
| | Female | 53,6% | 33,7% | 4,7% | 2,7% | 3,4% | 1,4% | 0,6% | 499 |
| Age | 18-34 years | 51,5% | 33,9% | 5,3% | 3,4% | 3,6% | 1,7% | 0,7% | 295 |
| | 35-54 years | 44,1% | 39,8% | 5,8% | 5,0% | 2,4% | 1,7% | 1,2% | 403 |
| | 55-74 years | 46,4% | 35,9% | 6,6% | 3,4% | 5,9% | 1,8% | | 302 |
| Family situation | Living with one or both parents | 45,5% | 46,3% | | | 8,3% | | | 33 |
| | Single with children | 39,8% | 53,7% | | 4,6% | 1,9% | | | 43 |
| | Single without children | 45,1% | 39,4% | 4,5% | 4,8% | 2,6% | 2,3% | 1,3% | 226 |
| | Marr/civ partnership without children | 48,3% | 34,8% | 7,0% | 3,4% | 3,2% | 2,3% | 1,0% | 307 |
| | Marr/civ partnership with children | 47,3% | 34,9% | 6,9% | 4,0% | 5,2% | 1,3% | 0,3% | 368 |
| | Living in collective with children | 79,0% | | | 21,0% | | | | 5 |
| | Living in collective without children | 49,8% | 39,2% | 11,0% | | | | | 10 |
| Other | 54,4% | 24,2% | 10,7% | 10,7% | | | | 9 | |
| Urban/rural | Capital city area | 44,5% | 37,2% | 5,5% | 4,7% | 4,9% | 2,7% | 0,4% | 260 |
| | Urban (>100.000), not capital city area | 44,3% | 38,6% | 8,0% | 4,3% | 3,5% | 0,6% | 0,6% | 159 |
| | Urban, 50.000 - 100.000 inhabitants | 52,8% | 35,4% | 4,7% | 3,8% | 1,9% | | 1,4% | 149 |
| | Urban, 10.000 - 49.999 inhabitants | 44,0% | 38,0% | 5,9% | 5,2% | 3,5% | 2,8% | 0,6% | 158 |
| | Rural, <10.000 inhabitants | 47,9% | 38,1% | 5,2% | 2,8% | 3,0% | 2,5% | 0,5% | 186 |
| Rural | 52,8% | 30,5% | 6,5% | 2,0% | 7,1% | | 1,1% | 89 | |
| Region | Capital city | 44,8% | 36,7% | 6,6% | 4,6% | 4,5% | 2,0% | 0,7% | 307 |
| | Sjælland | 54,0% | 33,8% | 4,0% | 2,4% | 2,4% | 2,7% | 0,6% | 149 |
| | Syddanmark | 48,7% | 38,7% | 4,8% | 4,1% | 1,3% | 1,1% | 1,3% | 216 |
| | Midtjylland | 44,7% | 35,6% | 7,1% | 5,5% | 4,6% | 2,1% | 0,4% | 223 |
| | Nordjylland | 44,7% | 40,4% | 6,1% | 1,2% | 7,6% | | | 105 |
| Visited Iceland | Yes | 55,5% | 20,5% | 6,0% | 6,1% | 5,1% | 6,2% | 0,5% | 165 |
| | No | 45,3% | 40,1% | 5,9% | 3,6% | 3,6% | 0,8% | 0,7% | 835 |

*Asked: Everyone.

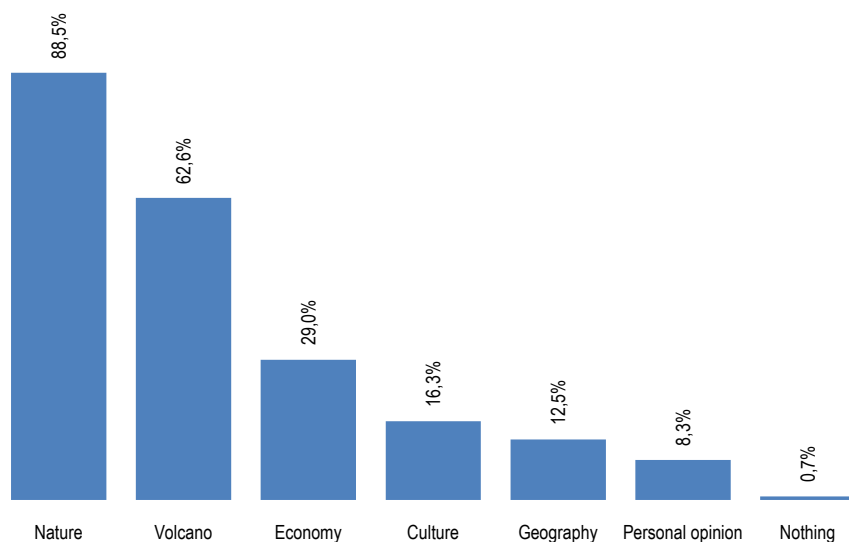
**The entire question: When you think about Iceland what comes into your mind? Please name up to 3 of the first things that come to mind when you think of the country Iceland.

***GfK survey

DENMARK

When you think about Iceland what comes into your mind? (ALL that was mentioned)

| Answers | Count | Pct.% | Conf.lim +/- |
|-----------------------|-------|--------|--------------|
| Nature | 885 | 88,5% | 2,0% |
| Volcano | 626 | 62,6% | 3,0% |
| Economy | 290 | 29,0% | 2,8% |
| Culture | 163 | 16,3% | 2,3% |
| Geography | 125 | 12,5% | 2,0% |
| Personal opinion | 83 | 8,3% | 1,7% |
| Nothing | 7 | 0,7% | 0,5% |
| Count | 1000 | | |
| Answered | 1000 | 100,0% | |
| Did not answer | 0 | 0,0% | |
| Count | 1000 | 100,0% | |
| Asked* | 1000 | 100,0% | |
| Not asked | 0 | 0,0% | |
| Number of respondents | 1000 | 100,0% | |



| | | Nature | Volcano | Economy | Culture | Geography | Personal opinion | Nothing | Count |
|------------------|---|--------|---------|---------|---------|-----------|------------------|---------|-------|
| Total | Total | 88,5% | 62,6% | 29,0% | 16,3% | 12,5% | 8,3% | 0,7% | 1000 |
| Gender | Male | 86,3% | 65,8% | 33,5% | 17,2% | 16,2% | 9,8% | 0,8% | 501 |
| | Female | 90,7% | 59,3% | 24,5% | 15,3% | 8,8% | 6,7% | 0,6% | 499 |
| Age | 18-34 years | 89,9% | 58,5% | 25,8% | 19,2% | 15,8% | 9,7% | 0,7% | 295 |
| | 35-54 years | 86,7% | 64,4% | 30,2% | 12,5% | 12,3% | 9,0% | 1,2% | 403 |
| | 55-74 years | 89,4% | 64,1% | 30,5% | 18,6% | 9,5% | 6,0% | | 302 |
| Family situation | Living with one or both parents | 91,5% | 63,4% | 18,0% | 25,5% | 20,2% | 8,5% | | 33 |
| | Single with children | 88,6% | 76,4% | 24,7% | 13,2% | 19,4% | 2,1% | | 43 |
| | Single without children | 86,0% | 62,4% | 26,2% | 15,7% | 12,7% | 9,1% | 1,3% | 226 |
| | Marr/civ partnership without children | 90,2% | 58,2% | 29,1% | 13,7% | 12,6% | 10,0% | 1,0% | 307 |
| | Marr/civ partnership with children | 88,2% | 65,3% | 32,3% | 18,3% | 10,5% | 7,6% | 0,3% | 368 |
| | Living in collective with children | 79,0% | 23,4% | 21,0% | 17,9% | 21,0% | | | 5 |
| | Living in collective without children | 100,0% | 61,2% | 30,8% | 20,5% | 9,5% | | | 10 |
| Other | 89,3% | 57,2% | 23,7% | 11,1% | 21,4% | | | 9 | |
| Urban/rural | Capital city area | 88,0% | 64,1% | 28,7% | 19,5% | 11,2% | 10,8% | 0,4% | 260 |
| | Urban (>100.000), not capital city area | 85,6% | 60,9% | 29,9% | 18,9% | 15,8% | 11,6% | 0,6% | 159 |
| | Urban, 50.000 - 100.000 inhabitants | 90,3% | 64,1% | 32,1% | 17,0% | 10,3% | 3,7% | 1,4% | 149 |
| | Urban, 10.000 - 49.999 inhabitants | 87,7% | 59,6% | 30,3% | 13,8% | 12,4% | 11,2% | 0,6% | 158 |
| | Rural, <10.000 inhabitants | 89,8% | 66,1% | 24,0% | 12,4% | 13,8% | 5,7% | 0,5% | 186 |
| Region | Capital city | 89,6% | 62,5% | 30,4% | 19,5% | 10,8% | 9,5% | 0,7% | 307 |
| | Sjælland | 90,0% | 63,4% | 19,4% | 9,9% | 11,1% | 8,5% | 0,6% | 149 |
| | Syddanmark | 85,7% | 63,0% | 31,6% | 13,4% | 15,4% | 7,5% | 1,3% | 216 |
| | Midtjylland | 90,9% | 61,7% | 29,9% | 14,7% | 12,2% | 9,0% | 0,4% | 223 |
| | Nordjylland | 83,8% | 62,3% | 31,4% | 25,3% | 14,2% | 4,5% | | 105 |
| Visited Iceland | Yes | 91,5% | 54,8% | 22,2% | 17,4% | 13,7% | 12,5% | 0,5% | 165 |
| | No | 87,9% | 64,1% | 30,4% | 16,1% | 12,3% | 7,5% | 0,7% | 835 |

*Asked: Everyone.

**The entire question: When you think about Iceland what comes into your mind? Please name up to 3 of the first things that come to mind when you think of the country Iceland.

Examples of what was mentioned in each category

Nature

Hot springs
Geyser
Mountains
Waterfalls
Beautiful nature
The Blue Lagoon
The Icelandic horse

Volcano

Volcano
Ash
Ashcloud

Economy

Bank crisis
Expensive
Bankrupt
Financial crisis
Bad economy

Geography

Reykjavik
Isolated
Keflavik
Is an island

Culture

Björk
Sagas
Iceland Airwaves
Vikings
Handball
Wool sweater

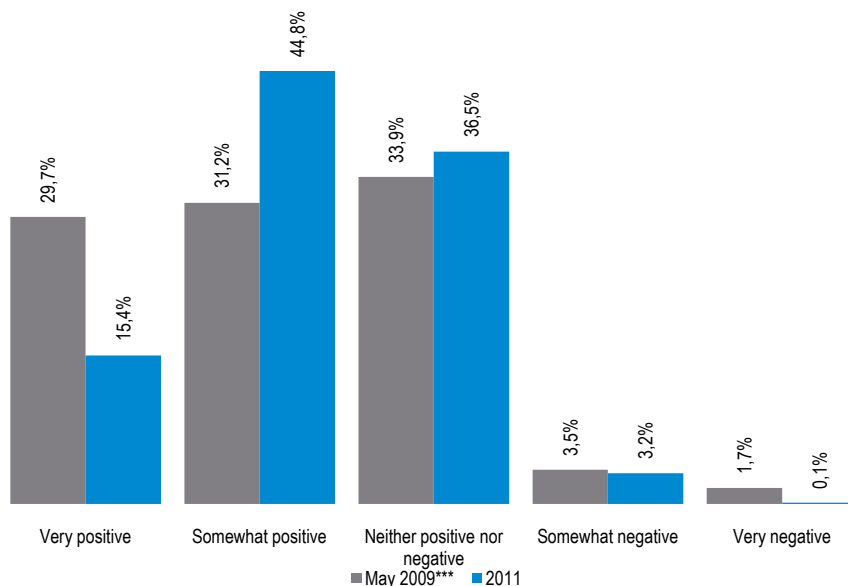
Personal opinion

Ex boyfriend
Funny names
Difficult language
Holiday
Borin airport
Good food

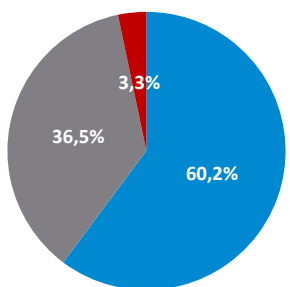
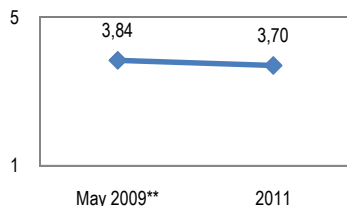
DENMARK

How positive or negative are you, in general, towards the country Iceland?

| Answers | Count | Pct. % | Conf.lim +/- |
|-------------------------------|-------|--------|--------------|
| Very positive | 152 | 15,4% | 2,2% |
| Somewhat positive | 444 | 44,8% | 3,1% |
| Neither positive nor negative | 361 | 36,5% | 3,0% |
| Somewhat negative | 31 | 3,2% | 1,1% |
| Very negative | 1 | 0,1% | 0,2% |
| Count | 990 | 100,0% | |
| Answered | 990 | 99,0% | |
| Did not answer | 10 | 1,0% | |
| Count | 1000 | 100,0% | |
| Asked* | 1000 | 100,0% | |
| Not asked | 0 | 0,0% | |
| Number of respondents | 1000 | 100,0% | |



Comparison between means



■ Very somewhat positive
■ Neither positive nor negative
■ Very somewhat negative

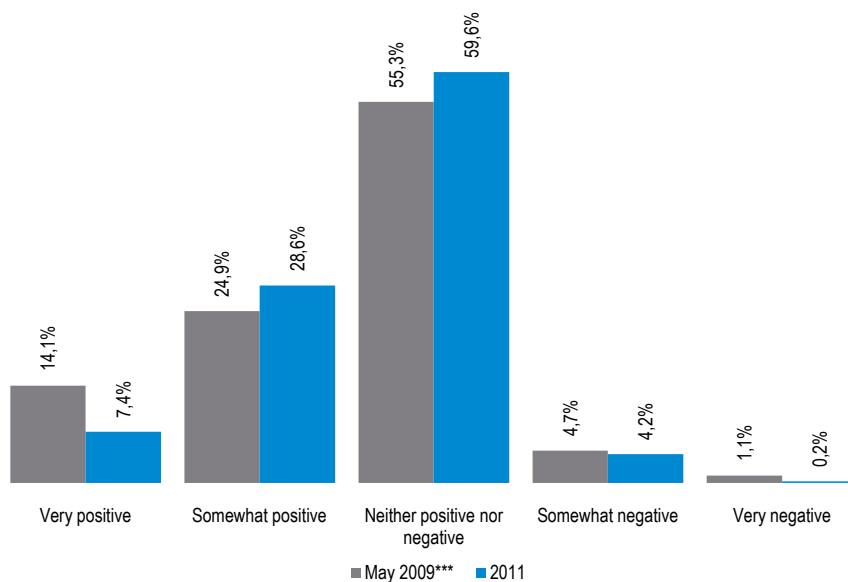
*Asked: Everyone.
**GfK survey

| | | Very positive | Somewhat positive | Neither positive nor negative | Somewhat negative | Very negative | Count | Mean | Confidence interval |
|------------------|---|---------------|-------------------|-------------------------------|-------------------|---------------|-------|------|---------------------|
| Total | Total | 15,4% | 44,8% | 36,5% | 3,2% | 0,1% | 990 | 3,7 | 0,0 |
| Gender | Male | 13,9% | 45,0% | 36,1% | 4,9% | | 497 | 3,7 | 0,1 |
| | Female | 16,8% | 44,7% | 36,9% | 1,4% | 0,2% | 493 | 3,8 | 0,1 |
| Age | 18-34 years | 11,9% | 51,1% | 32,6% | 4,3% | | 292 | 3,7 | 0,1 |
| | 35-54 years | 14,0% | 41,1% | 40,6% | 4,1% | 0,3% | 399 | 3,6 | 0,1 |
| | 55-74 years | 20,6% | 43,6% | 34,9% | 0,9% | | 299 | 3,8 | 0,1 |
| Family situation | Living with one or both parents | 22,1% | 46,7% | 31,2% | | | 33 | 3,9 | 0,3 |
| | Single with children | 13,6% | 55,9% | 30,4% | | | 41 | 3,8 | 0,2 |
| | Single without children | 13,1% | 48,6% | 32,9% | 5,5% | | 222 | 3,7 | 0,1 |
| | Marr/civ partnership without children | 14,0% | 43,8% | 38,2% | 3,6% | 0,3% | 305 | 3,7 | 0,1 |
| | Marr/civ partnership with children | 18,0% | 42,2% | 37,8% | 2,0% | | 365 | 3,8 | 0,1 |
| | Living in collective with children | 17,9% | 58,7% | 23,4% | | | 5 | 3,9 | 0,9 |
| | Living in collective without children | 9,5% | 50,3% | 40,3% | | | 10 | 3,7 | 0,5 |
| | Other | 21,4% | 67,9% | 10,7% | | | 9 | 3,1 | 0,5 |
| Urban/rural | Capital city area | 16,7% | 45,1% | 34,7% | 3,5% | | 259 | 3,8 | 0,1 |
| | Urban (>100.000), not capital city area | 12,7% | 45,3% | 36,7% | 4,6% | 0,7% | 158 | 3,6 | 0,1 |
| | Urban, 50.000 - 100.000 inhabitants | 13,1% | 43,8% | 39,8% | 3,3% | | 146 | 3,7 | 0,1 |
| | Urban, 10.000 - 49.999 inhabitants | 15,1% | 44,2% | 37,5% | 3,2% | | 155 | 3,7 | 0,1 |
| | Rural, <10.000 inhabitants | 16,6% | 45,9% | 35,0% | 2,4% | | 183 | 3,8 | 0,1 |
| | Rural | 17,7% | 43,9% | 37,4% | 1,1% | | 88 | 3,8 | 0,2 |
| Region | Capital city | 15,2% | 45,0% | 35,2% | 4,2% | 0,3% | 306 | 3,7 | 0,1 |
| | Sjælland | 20,6% | 38,9% | 39,3% | 1,3% | | 148 | 3,8 | 0,1 |
| | Syddanmark | 13,8% | 49,1% | 34,7% | 2,4% | | 212 | 3,7 | 0,1 |
| | Midtjylland | 12,6% | 43,8% | 39,9% | 3,7% | | 220 | 3,7 | 0,1 |
| | Nordjylland | 17,3% | 46,5% | 33,0% | 3,2% | | 104 | 3,8 | 0,1 |
| Visited Iceland | Yes | 35,7% | 38,4% | 23,6% | 2,4% | | 165 | 4,1 | 0,1 |
| | No | 11,3% | 46,1% | 39,1% | 3,3% | 0,1% | 824 | 3,7 | 0,0 |

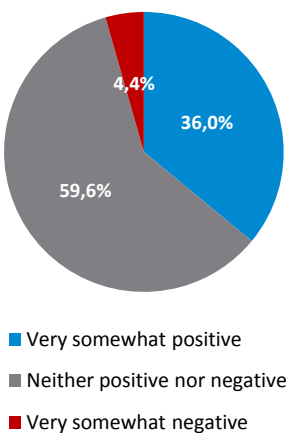
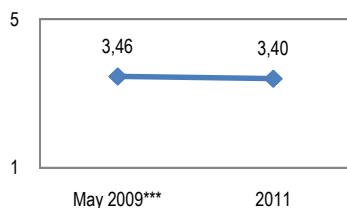
DENMARK

How positive or negative are you towards Icelandic products, services and brands?

| Answers | Count | Pct. | Conf.lim +/- |
|-------------------------------|-------|--------|--------------|
| Very positive | 64 | 7,4% | 1,7% |
| Somewhat positive | 247 | 28,6% | 3,0% |
| Neither positive nor negative | 514 | 59,6% | 3,3% |
| Somewhat negative | 36 | 4,2% | 1,3% |
| Very negative | 2 | 0,2% | 0,3% |
| Count | 862 | 100,0% | |
| Answered | 862 | 86,2% | |
| Did not answer | 138 | 13,8% | |
| Count | 1000 | 100,0% | |
| Asked* | 1000 | 100,0% | |
| Not asked | 0 | 0,0% | |
| Number of respondents | 1000 | 100,0% | |



Comparison between means



| | | Very positive | Somewhat positive | Neither positive nor negative | Somewhat negative | Very negative | Count | Mean | Confidence interval |
|------------------|---|---------------|-------------------|-------------------------------|-------------------|---------------|-------|------|---------------------|
| Total | Total | 7,4% | 28,6% | 59,6% | 4,2% | 0,2% | 862 | 3,4 | 0,0 |
| Gender | Male | 8,0% | 27,3% | 57,4% | 7,0% | 0,5% | 437 | 3,4 | 0,1 |
| | Female | 6,8% | 30,0% | 61,9% | 1,3% | | 425 | 3,4 | 0,1 |
| Age | 18-34 years | 6,5% | 25,2% | 61,2% | 6,7% | 0,4% | 251 | 3,3 | 0,1 |
| | 35-54 years | 6,7% | 27,1% | 62,0% | 3,9% | 0,3% | 353 | 3,4 | 0,1 |
| | 55-74 years | 9,2% | 33,9% | 54,7% | 2,1% | | 258 | 3,5 | 0,1 |
| Family situation | Living with one or both parents | | 23,4% | 69,1% | 7,5% | | 28 | 3,2 | 0,2 |
| | Single with children | 2,3% | 44,6% | 53,1% | | | 39 | 3,5 | 0,2 |
| | Single without children | 6,1% | 27,1% | 57,9% | 8,9% | | 196 | 3,3 | 0,1 |
| | Marr/civ partnership without children | 8,0% | 24,7% | 62,9% | 3,6% | 0,7% | 271 | 3,4 | 0,1 |
| | Marr/civ partnership with children | 8,4% | 31,4% | 58,3% | 1,9% | | 310 | 3,5 | 0,1 |
| | Living in collective with children | 57,7% | 21,3% | 21,0% | | | 5 | 4,4 | 1,1 |
| | Living in collective without children | | 44,7% | 55,3% | | | 7 | 3,4 | 0,5 |
| Other | | 16,6% | 67,4% | 16,0% | | | 6 | 3,0 | 0,7 |
| Urban/rural | Capital city area | 5,8% | 29,9% | 59,4% | 4,9% | | 228 | 3,4 | 0,1 |
| | Urban (>100.000), not capital city area | 10,2% | 22,0% | 61,1% | 6,0% | 0,7% | 134 | 3,3 | 0,1 |
| | Urban, 50.000 - 100.000 inhabitants | 6,1% | 30,0% | 58,6% | 5,3% | | 131 | 3,4 | 0,1 |
| | Urban, 10.000 - 49.999 inhabitants | 7,3% | 23,7% | 65,4% | 3,7% | | 130 | 3,3 | 0,1 |
| | Rural, <10.000 inhabitants | 7,2% | 30,4% | 58,7% | 3,1% | 0,6% | 167 | 3,4 | 0,1 |
| | Rural | 10,4% | 38,8% | 50,7% | | | 72 | 3,6 | 0,2 |
| Region | Capital city | 6,8% | 27,5% | 60,1% | 5,6% | | 270 | 3,4 | 0,1 |
| | Sjælland | 11,2% | 25,3% | 62,0% | 1,5% | | 126 | 3,5 | 0,1 |
| | Syddanmark | 6,6% | 29,7% | 58,2% | 5,0% | 0,5% | 181 | 3,4 | 0,1 |
| | Midtjylland | 7,8% | 24,0% | 63,3% | 4,4% | 0,5% | 188 | 3,3 | 0,1 |
| | Nordjylland | 4,8% | 42,9% | 50,5% | 1,9% | | 97 | 3,5 | 0,1 |
| Visited Iceland | Yes | 17,0% | 41,8% | 38,8% | 2,5% | | 152 | 3,7 | 0,1 |
| | No | 5,3% | 25,8% | 64,1% | 4,5% | 0,3% | 710 | 3,3 | 0,0 |

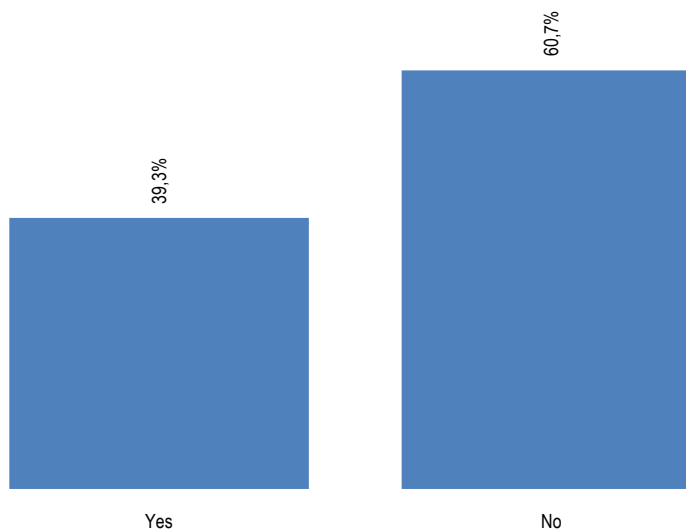
*Asked: Everyone.

**GfK survey

DENMARK

Can you think of any products, services or brands which originate from the country Iceland or you associate with Iceland?*

| Answers | Count | Pct. % | Conf.lim +/- |
|-----------------------|-------|--------|--------------|
| Yes | 393 | 39,3% | 3,0% |
| No | 607 | 60,7% | 3,0% |
| Count | 1000 | 100,0% | |
| Answered | 1000 | 100,0% | |
| Did not answer | 0 | 0,0% | |
| Count | 1000 | 100,0% | |
| Asked* | 1000 | 100,0% | |
| Not asked | 0 | 0,0% | |
| Number of respondents | 1000 | 100,0% | |



| | | Yes | No | Count |
|------------------|---|--------|-------|-------|
| Total | Total | 39,3% | 60,7% | 1000 |
| Gender | Male | 41,1% | 58,9% | 501 |
| | Female | 37,5% | 62,5% | 499 |
| Age | 18-34 years | 26,9% | 73,1% | 295 |
| | 35-54 years | 40,0% | 60,0% | 403 |
| | 55-74 years | 50,5% | 49,5% | 302 |
| Family situation | Living with one or both parents | 30,7% | 69,3% | 33 |
| | Single with children | 26,1% | 73,9% | 43 |
| | Single without children | 32,4% | 67,6% | 226 |
| | Marr/civ partnership without children | 39,3% | 60,7% | 307 |
| | Marr/civ partnership with children | 45,7% | 54,3% | 368 |
| | Living in collective with children | 100,0% | | 5 |
| | Living in collective without children | 38,7% | 61,3% | 10 |
| Other | 11,1% | 88,9% | 9 | |
| Urban/rural | Capital city area | 43,5% | 56,5% | 260 |
| | Urban (>100.000), not capital city area | 33,2% | 66,8% | 159 |
| | Urban, 50.000 - 100.000 inhabitants | 34,0% | 66,0% | 149 |
| | Urban, 10.000 - 49.999 inhabitants | 36,4% | 63,6% | 158 |
| | Rural, <10.000 inhabitants | 43,5% | 56,5% | 186 |
| | Rural | 42,9% | 57,1% | 89 |
| Region | Capital city | 42,8% | 57,2% | 307 |
| | Sjælland | 38,4% | 61,6% | 149 |
| | Syddanmark | 36,4% | 63,6% | 216 |
| | Midtjylland | 35,3% | 64,7% | 223 |
| | Nordjylland | 44,5% | 55,5% | 105 |
| Visited Iceland | Yes | 63,4% | 36,6% | 165 |
| | No | 34,5% | 65,5% | 835 |

*Asked: Everyone.

**The entire question: Can you think of any products, services or brands which originate from the country Iceland or you associate with Iceland? (Please write the name of the products, services or brands in the box below. If you can't think of any please write ?none?.)

All that was mentioned if yes in question Q4

Brands, products and services

- 66 fritidstøj
- 66 grader nord (2)
- 66 north, Eik bank
- 66* north
- 66grader et tøj mærke
- actavis medicinal virksomhed, heste
- Actavis, Klipfisk; Sild, Uld og strik
- arkitektur
- Askesky, tomme økonomiske fonde, Island Air
- bank og ejendomsspekulanter
- Banker (4)
- Banker og opkøb af virksomheder samt kollaps
- banker, blå lagune
- bankrak
- bankservices
- Baugur, fiskeprodukter, landsbanki,
- Birna (tøj), Skyr, islandske sweater
- Björg, hestelejre, varme trøjer og andre uldprodukter
- Björg, turisme, den blå lagune, Island Air,
- Björk (4)
- Björk Björk Björk :-)
- Björk, Egils maltedrik, tørfisk, Kron Kron
- Björk, islandske heste
- Björk, Sigur Rós
- blå lagune
- Blue lagune skønhedsprodukter, islandsk uldstrik, lam og laks
- Brennivin (2)
- brugskunst
- Brændevin Svarte døden
- Chokolade, musik, kunst
- cintamani
- Cremer fra Blue Lagune
- Den blå Lagunes produkter, sweatre
- Droppur
- Edderdun, skærpekød, frimærker, Islandair
- Eik Bank (3)
- elendige bank
- et teleselskab, husker ikke navnet
- eve
- får
- fårekød, turisme
- fåreost
- Fåreuld, tørrede fisk, striketrøjer
- film
- Fine dining
- Fisk (8)
- fisk geotermisk varme
- Fisk Gode sild
- fisk heste
- Fisk og fårekød
- fisk og trøjer
- Fisk og turisme
- fisk uld
- Fisk Uldprodukter
- Fisk, rejer og uld
- fisk?
- fiske produkter
- fiskeolie
- Fiskeprodukter, underlødige investeringer
- Fiskeri produkter. Uld
- fiskeriprodukter
- Fiskesuppe, frimærker, uldprodukter
- Flytrafik
- flyveselskab
- fodbold
- forskellige
- frimærker (3)
- frimærker og fisk
- Frisør
- fritidstøj, outdoor udstyr, uldtrøjer, design
- Garn
- garn kan ikke huske mærke
- gayser
- Geysir akvavit (2)
- Geysir snaps
- Geysir snaps ellers intet
- Gode spegesild, islandske trøjer
- Gudrun & Gudrun strik
- gudrun og gudrun
- Håndbold
- håndboldherrer? produktet skyr? Magasin
- har købt flødechokolade med lakridsfyld og kan huske, at det var produceret på Island
- Heste (3)
- heste, selvom de jo egentlig kom her fra norden....
- hesteferie
- Hestra
- Hmm. Der er deres aluminiumsudvinding, der fuldstændig smadrer naturen. Det er den eneste.
- hmm. jeg ved, at de eksporterer racerene islandske heste, og ikke lader andre heste komme tilbage, således at de heste de har ikke bliver blandet.
- Hrafn sadler, 66 North,
- ice air
- Icebank

All that was mentioned if yes in question Q4

Brands, products and services

- Icelandair (34)
- iceland air - islandske heste
- iceland air, Björk,
- Iceland Air, Capacent, Baugur
- Iceland airways
- Icelandair - luftfartselskab
- Icelandair Björk Fisk
- icelandair luftfartselskab - islandske sweatere og heste
- Icelandair, Blå lagune
- icelandair, icelandexpress
- Icelandair, Svarta Døden
- icelandair, uldprodukter
- Icelandia
- Icelandic Air
- Illum, uld, d'angleterre, rejser, flytrafik, fårekød, fisk
- Illum.
- Islandair (6)
- islands uld og islandsk lammekød
- Islandsk hest. Islandsk sweater. Forretningsmænd, der opkøber aviser og stormagasiner i DK.
- Islandsk kildevand
- islandsk lam
- Islandsk Lammekød - Islandske sild
- islandsk mos
- Islandsk slik (lakrids i chokolade), IcelandAir
- Islandsk strik
- Islandsk strik - Fisk - Lava - Varme kilder - Geysir - Islænder (Heste, de
- Islandsk strikkegarn, uld, islandske heste
- islandsk sweater
- islandsk sweater men ellers ingen
- Islandsk Sweater, Baugur
- islandsk trøje.
- islandsk uld (3)
- Islandsk uld/strikkegarn
- Islandske heste (7)
- Islandske heste - Iceland Air
- Islandske heste - Islandske trøjer
- Islandske heste islandske sweatere hjemmestrikkede jakker ,frakker
- islandske heste, mon det tæller som et produkt?
- islandske heste, striktrøjer
- Islandske heste, uld fra islandske får
- islandske rejser
- Islandske sild (2)
- islandske sild islandske sweaters
- Islandske Sild og rejser
- islandske spegesild
- Islandske spegesild klipfisk min gl islandske trøje
- islandske spegesild, sweatere islandske heste
- islandske strik trøjer - blue lagon creme
- islandske sweatere, alt i kvalitets uldprodukter
- Islandske Sweaters
- Islandske sweatre. Det er lidt det eneste...
- Islandske trøjer (2)
- Islandske trøjer ,heste
- islandske trøjer fisk og rejser
- islandske trøjer og islands uld
- Islandske trøjer, skaldyr
- islanske bluser
- Islanske striktrøjer
- islænder heste, islænder trøjer
- Islænder heste, Sweaters (mønster/tybe)
- Islænder trøje
- islændersweater
- islændersweather, natur drikkevand,
- Ístex garn
- ja (2)
- ja ja
- Kaupta Bank
- Kaupthing bank, iceland air
- kildevand
- klipfisk (3)
- Lakrids
- lakrids med chokolade, sweatre
- Laks (2)
- Laks?
- Lam (2)
- lam, "skyr"
- lam, brændevin
- lammekød
- lammekød- kæmpe valuta bank problem- magasin i københavn køb
- lammekød, uld, fiskeprodukter
- Lammekød. Uld (stikkegarn og opskrifter)
- lava, islandsk sweater, uld, varme kilder, blue lagoon-produkter, Teitur,
- luftfartselskab
- Magasin (3)
- Magasin var før i tiden ejet af et islandsk firma
- Magasin. Diverse aviser
- Marel
- massage olie
- Mejeriproduktet Skyr (2)
- Merlin (2)
- Mezzoforte
- Muggison

All that was mentioned if yes in question Q4

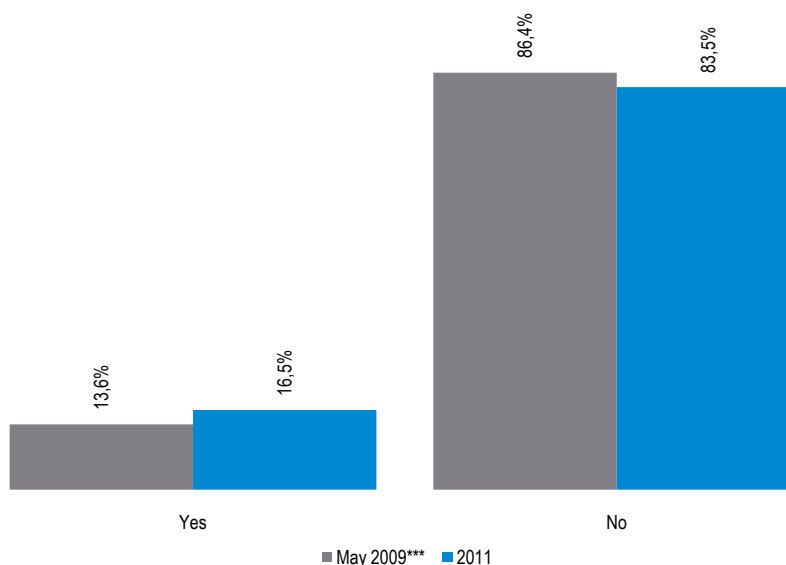
Brands, products and services

- Mumitroltene og alt med dem. Specielle slik produkter der kombinerer chokolade og lakrids.
- musik
- naturoplevelser - rejser - turisme - fiskeri
- poiti - fisk -
- Purity Herbs. Islandsk kropspleseserie, der er udvundet af rene urter fra den Islandske natur
- rejer (4)
- rejer - fårekød
- rejer, fly
- Ridning på hesteryg
- Ryana air
- røget fisk
- safe formula shampoo
- Sangerinden Björk
- sild
- Sild og uld
- sild strikketøj lammekød
- Skakspillere i verdensklasse
- Skyr (16)
- skyr - mælkeprodukt
- Skyr, Birna
- Skyr, blue lagoon
- skyr, chokoladelakrids, produkter fra den blå lagune
-
- Skyr, kvalitets ride/avlsheste, rideudstyr af høj kvalitet, fly selskab
- Skyr, lammekød
- Skønhedsprodukter fra den blå lagune
- Spegesild, Islandske heste, blue lagune
- Spejesild
- Strik, keramik, musik
- Strik... Smykker
- strikketrøjer
- Strikketrøjer. Islandske heste
- Striktrøjer (2)
- striktrøjer fra gudrun
- Sugarcubes, skyr, islandsk slik
- Svarta dæden, snaps
-
- Svarta Döden...hvis den findes. Glitnir, Icelandic Airwaves, Iceland Air,
- sweater (4)
- Sweater, Heste
- sweatere
- Sweatere - Icelandair - Bade i varme kilder - uld - div. forædlede fiskeprodukter
- Sweatere, bankkrise, fårekød
- Sweaters (2)
- sweatre og kunst
- Swether
- swether, strømper,
- sælskind
- telenor
- trøje
- Trøjer (3)
- trøjer af uld, islandske sild, icelandair
- Turisme, varme kilder, uld fra får, rejer, torsk Islandske heste
- tøj - især uldspecialiteter
- Tøj, kunst, musik, wellness,
- tørfisk
-
- tørfisk icelandic air islandsk lammekød islandsk uld og sweatre
- tørret fisk
- Tørret kød, Fisk
- Udover islandske heste --- nej
- Uld (10)
- Uld strik. cremer fra den blå lagune
- uld sweater
- Uld varer
- Uld, Blue Lagune produkter
- Uld, chokolade, lakrids
- Uld, fisk
- Uld, heste, Magasin
- uld, lammekød
- Uldgarn (2)
- Uldgarner
- uldne produkter, fårekød/lam
- Uldne stortrøjer
- Uldne trøjer lammekød
- Uldplaid Sild
- ULDPRODUKTER, Fiskesuppe,
- uldtrøjer (3)
- uldtrøjer, kender ikke mærket
- uldtøj, fisk
- uldvarer
- Vandreture og at bade i varme kilder
- Varme kilder
- vin og øl var meget dyre
- Vinterjakker
- vinterudstyr fra 66 - dejlig strik
- whiskey - Jameson
- Woolen sweaters
- yughurt, frossen fisk

DENMARK

Have you ever visited Iceland?*

| Answers | Count | Pct. % | Conf.lim +/- |
|-----------------------|-------|--------|--------------|
| Yes | 165 | 16,5% | 2,3% |
| No | 835 | 83,5% | 2,3% |
| Count | 1000 | 100,0% | |
| Answered | 1000 | 100,0% | |
| Did not answer | 0 | 0,0% | |
| Count | 1000 | 100,0% | |
| Asked* | 1000 | 100,0% | |
| Not asked | 0 | 0,0% | |
| Number of respondents | 1000 | 100,0% | |



| | | Yes | No | Count |
|------------------|---|--------|-------|-------|
| Total | Total | 16,5% | 83,5% | 1000 |
| Gender | Male | 18,4% | 81,6% | 501 |
| | Female | 14,7% | 85,3% | 499 |
| Age | 18-34 years | 14,4% | 85,6% | 295 |
| | 35-54 years | 16,0% | 84,0% | 403 |
| | 55-74 years | 19,3% | 80,7% | 302 |
| Family situation | Living with one or both parents | 9,1% | 90,9% | 33 |
| | Single with children | 13,4% | 86,6% | 43 |
| | Single without children | 12,0% | 88,0% | 226 |
| | Marr/civ partnership without children | 15,6% | 84,4% | 307 |
| | Marr/civ partnership with children | 20,1% | 79,9% | 368 |
| | Living in collective with children | 79,0% | 21,0% | 5 |
| | Living in collective without children | 38,7% | 61,3% | 10 |
| Other | | 100,0% | 9 | |
| Urban/rural | Capital city area | 22,9% | 77,1% | 260 |
| | Urban (>100.000), not capital city area | 11,4% | 88,6% | 159 |
| | Urban, 50.000 - 100.000 inhabitants | 14,8% | 85,2% | 149 |
| | Urban, 10.000 - 49.999 inhabitants | 12,7% | 87,3% | 158 |
| | Rural, <10.000 inhabitants | 17,1% | 82,9% | 186 |
| Rural | | 15,6% | 84,4% | 89 |
| Region | Capital city | 20,0% | 80,0% | 307 |
| | Sjælland | 16,0% | 84,0% | 149 |
| | Syddanmark | 12,9% | 87,1% | 216 |
| | Midtjylland | 16,2% | 83,8% | 223 |
| | Nordjylland | 15,0% | 85,0% | 105 |

*Asked: Everyone.

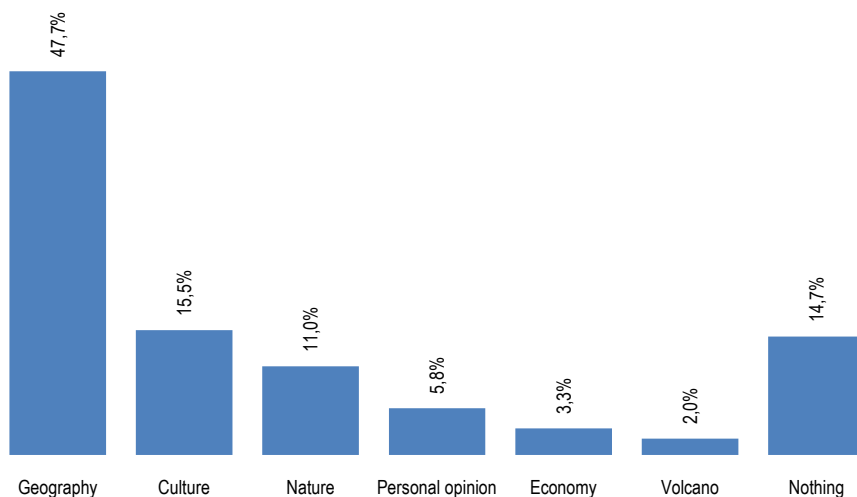
***The entire question: Have you ever visited Iceland? (This includes business trips, personal visits and any other visits, regardless of length and purpose.)

***GfK Survey

DENMARK

When you think about REYKJAVIK what comes into your mind? (Mentioned first)

| Answers | Count | Pct. % | Conf. lim +/- |
|------------------------------|-------------|---------------|---------------|
| Geography | 459 | 47,7% | 3,2% |
| Culture | 149 | 15,5% | 2,3% |
| Nature | 106 | 11,0% | 2,0% |
| Personal opinion | 56 | 5,8% | 1,5% |
| Economy | 32 | 3,3% | 1,1% |
| Volcano | 19 | 2,0% | 0,9% |
| Nothing | 141 | 14,7% | 2,2% |
| Count | 962 | 100,0% | |
| Answered | 962 | 96,2% | |
| Did not answer | 38 | 3,8% | |
| Count | 1000 | 100,0% | |
| Asked* | 1000 | 100,0% | |
| Not asked | 0 | 0,0% | |
| Number of respondents | 1000 | 100,0% | |



| | | Geography | Culture | Nature | Personal opinion | Economy | Volcano | Nothing | Count |
|------------------|---|-----------|---------|--------|------------------|---------|---------|---------|-------|
| Total | Total | 47,7% | 15,5% | 11,0% | 5,8% | 3,3% | 2,0% | 14,7% | 962 |
| Gender | Male | 47,8% | 13,9% | 11,0% | 5,9% | 4,5% | 2,4% | 14,5% | 480 |
| | Female | 47,6% | 17,0% | 11,0% | 5,8% | 2,2% | 1,7% | 14,8% | 482 |
| Age | 18-34 years | 52,3% | 14,2% | 7,2% | 7,3% | 2,2% | 2,7% | 14,2% | 279 |
| | 35-54 years | 48,2% | 13,8% | 11,4% | 5,6% | 4,2% | 2,3% | 14,5% | 388 |
| | 55-74 years | 42,8% | 18,8% | 14,1% | 4,7% | 3,2% | 1,0% | 15,4% | 295 |
| Family situation | Living with one or both parents | 77,6% | 7,1% | 3,0% | | | 6,1% | 6,2% | 30 |
| | Single with children | 55,0% | 17,8% | 6,5% | 2,5% | | 11,1% | 7,2% | 43 |
| | Single without children | 49,6% | 12,6% | 9,5% | 5,5% | 3,6% | 0,5% | 18,8% | 211 |
| | Marr/civ partnership without children | 44,9% | 16,5% | 10,4% | 7,3% | 4,8% | 2,0% | 14,2% | 298 |
| | Marr/civ partnership with children | 45,3% | 16,0% | 14,1% | 6,1% | 2,5% | 1,4% | 14,6% | 358 |
| | Living in collective with children | 16,4% | 83,6% | | | | | | 5 |
| | Living in collective without children | 54,8% | 21,3% | 11,6% | | 12,3% | | | 9 |
| Other | 67,5% | | | | | 10,7% | 21,8% | 9 | |
| Urban/rural | Capital city area | 44,8% | 18,3% | 10,1% | 8,2% | 3,2% | 1,1% | 14,3% | 253 |
| | Urban (>100.000), not capital city area | 46,6% | 16,6% | 10,9% | 4,5% | 1,8% | 1,3% | 18,4% | 155 |
| | Urban, 50.000 - 100.000 inhabitants | 49,7% | 6,9% | 13,0% | 6,9% | 4,7% | 2,7% | 16,1% | 140 |
| | Urban, 10.000 - 49.999 inhabitants | 53,1% | 12,4% | 9,3% | 5,3% | 4,3% | 1,4% | 14,1% | 146 |
| | Rural, <10.000 inhabitants | 46,4% | 16,8% | 13,2% | 4,6% | 2,8% | 3,6% | 12,6% | 185 |
| Rural | 48,7% | 21,6% | 8,7% | 3,0% | 3,7% | 2,4% | 12,0% | 83 | |
| Region | Capital city | 45,4% | 17,5% | 11,0% | 7,4% | 3,4% | 2,0% | 13,3% | 294 |
| | Sjælland | 51,2% | 12,6% | 12,7% | 5,4% | 4,4% | 4,0% | 9,7% | 142 |
| | Syddanmark | 49,7% | 14,6% | 8,1% | 6,2% | 3,7% | 0,5% | 17,3% | 210 |
| | Midtjylland | 48,2% | 12,7% | 12,9% | 3,8% | 1,9% | 2,8% | 17,7% | 214 |
| | Nordjylland | 44,5% | 21,1% | 10,7% | 5,4% | 3,8% | 0,8% | 13,7% | 103 |
| Visited Iceland | Yes | 26,2% | 34,6% | 14,8% | 13,3% | 2,9% | 1,1% | 7,1% | 164 |
| | No | 52,1% | 11,5% | 10,2% | 4,3% | 3,4% | 2,2% | 16,2% | 798 |

*Asked: Everyone.

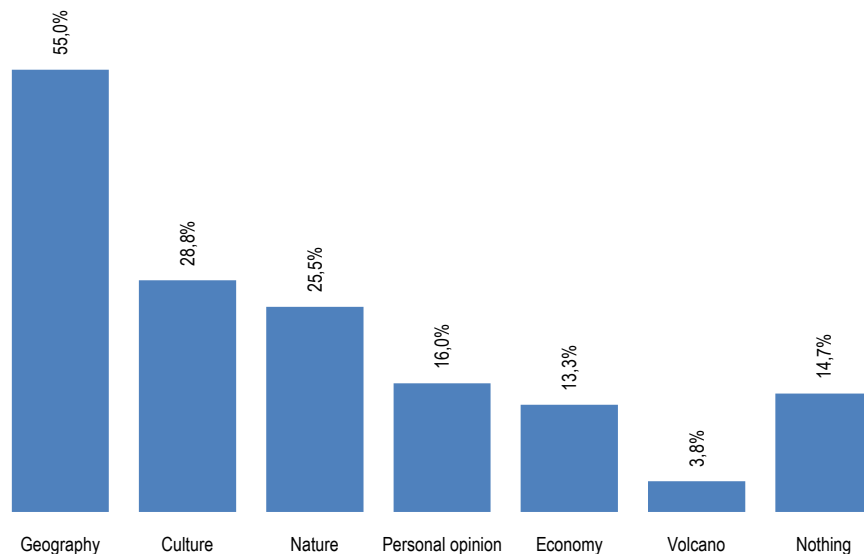
**When you think about REYKJAVIK what comes into your mind? Please name up to 3 of the first things that come to mind when you think of the city of REYKJAVIK.

***GfK survey

DENMARK

When you think about REYKJAVIK what comes into your mind? ** (ALL that was mentioned)

| Answers | Count | Pct. % | Conf. lim +/- |
|------------------------------|-------------|---------------|---------------|
| Geography | 529 | 55,0% | 3,1% |
| Culture | 277 | 28,8% | 2,9% |
| Nature | 245 | 25,5% | 2,8% |
| Personal opinion | 154 | 16,0% | 2,3% |
| Economy | 128 | 13,3% | 2,1% |
| Volcano | 37 | 3,8% | 1,2% |
| Nothing | 141 | 14,7% | 2,2% |
| Count | 962 | | |
| Answered | 962 | 96,2% | |
| Did not answer | 38 | 3,8% | |
| Count | 1000 | 100,0% | |
| Asked* | 1000 | 100,0% | |
| Not asked | 0 | 0,0% | |
| Number of respondents | 1000 | 100,0% | |



| | | Geography | Culture | Nature | Personal opinion | Economy | Volcano | Nothing | Count |
|------------------|---|-----------|---------|--------|------------------|---------|---------|---------|-------|
| Total | Total | 55,0% | 28,8% | 25,5% | 16,0% | 13,3% | 3,8% | 14,7% | 962 |
| Gender | Male | 55,2% | 28,2% | 24,9% | 15,7% | 16,3% | 3,4% | 14,5% | 480 |
| | Female | 54,7% | 29,3% | 26,1% | 16,2% | 10,3% | 4,1% | 14,8% | 482 |
| Age | 18-34 years | 60,9% | 28,6% | 21,2% | 19,8% | 10,6% | 4,7% | 14,2% | 279 |
| | 35-54 years | 54,2% | 27,4% | 25,4% | 14,8% | 13,1% | 4,1% | 14,5% | 388 |
| | 55-74 years | 50,3% | 30,6% | 29,7% | 13,9% | 16,1% | 2,5% | 15,4% | 295 |
| Family situation | Living with one or both parents | 86,9% | 16,5% | 19,3% | 15,0% | 12,4% | 6,1% | 6,2% | 30 |
| | Single with children | 63,6% | 30,2% | 28,5% | 10,8% | 4,3% | 13,3% | 7,2% | 43 |
| | Single without children | 56,8% | 25,8% | 21,7% | 14,2% | 11,3% | 1,4% | 18,8% | 211 |
| | Marr/civ partnership without children | 53,6% | 29,8% | 23,1% | 15,8% | 14,1% | 4,3% | 14,2% | 298 |
| | Marr/civ partnership with children | 51,2% | 30,1% | 30,1% | 18,4% | 14,4% | 3,4% | 14,6% | 358 |
| | Living in collective with children | 39,8% | 100,0% | 23,4% | | 37,4% | | | 5 |
| | Living in collective without children | 54,8% | 21,3% | 22,3% | | 34,6% | | | 9 |
| Other | 67,5% | 10,7% | 21,4% | 21,4% | | 10,7% | 21,8% | 9 | |
| Urban/rural | Capital city area | 52,9% | 34,5% | 25,7% | 18,5% | 14,0% | 2,9% | 14,3% | 253 |
| | Urban (>100.000), not capital city area | 50,9% | 33,6% | 25,0% | 17,4% | 12,2% | 2,7% | 18,4% | 155 |
| | Urban, 50.000 - 100.000 inhabitants | 57,3% | 16,7% | 23,1% | 16,8% | 14,3% | 5,5% | 16,1% | 140 |
| | Urban, 10.000 - 49.999 inhabitants | 62,1% | 24,3% | 26,4% | 11,9% | 14,4% | 2,1% | 14,1% | 146 |
| | Rural, <10.000 inhabitants | 55,1% | 27,4% | 28,1% | 14,8% | 11,9% | 6,0% | 12,6% | 185 |
| Rural | 52,0% | 33,6% | 22,4% | 13,8% | 12,8% | 3,7% | 12,0% | 83 | |
| Region | Capital city | 53,0% | 32,1% | 25,5% | 17,3% | 13,8% | 3,9% | 13,3% | 294 |
| | Sjælland | 60,2% | 28,2% | 24,4% | 14,6% | 14,0% | 4,8% | 9,7% | 142 |
| | Syddanmark | 56,1% | 23,2% | 24,0% | 15,4% | 13,8% | 2,0% | 17,3% | 210 |
| | Midtjylland | 54,9% | 30,6% | 27,4% | 14,5% | 12,2% | 5,2% | 17,7% | 214 |
| | Nordjylland | 50,9% | 27,4% | 26,1% | 18,4% | 12,3% | 2,9% | 13,7% | 103 |
| Visited Iceland | Yes | 35,3% | 49,1% | 45,2% | 32,5% | 16,7% | 2,5% | 7,1% | 164 |
| | No | 59,0% | 24,6% | 21,4% | 12,6% | 12,6% | 4,0% | 16,2% | 798 |

*Asked: Everyone.

**When you think about REYKJAVIK what comes into your mind? Please name up to 3 of the first things that come to mind when you think of the city of REYKJAVIK.

DENMARK

When you think about REYKJAVIK what comes into your mind?

Examples of what was mentioned in each category

Nature

Hot springs
 Whales
 Swimmingpools
 Snow
 Cold climate
 Fish
 The Blue lagoon

Volcano

Volcano
 Sulfur
 Ash
 Ashcloud

Economy

Expensive
 Bank crisis
 Finance crisis
 Bad economy

Geography

Capital
 Airport
 Port
 A small town

Culture

Modern
 Nightlife
 Shopping
 Fashion
 Wool sweater

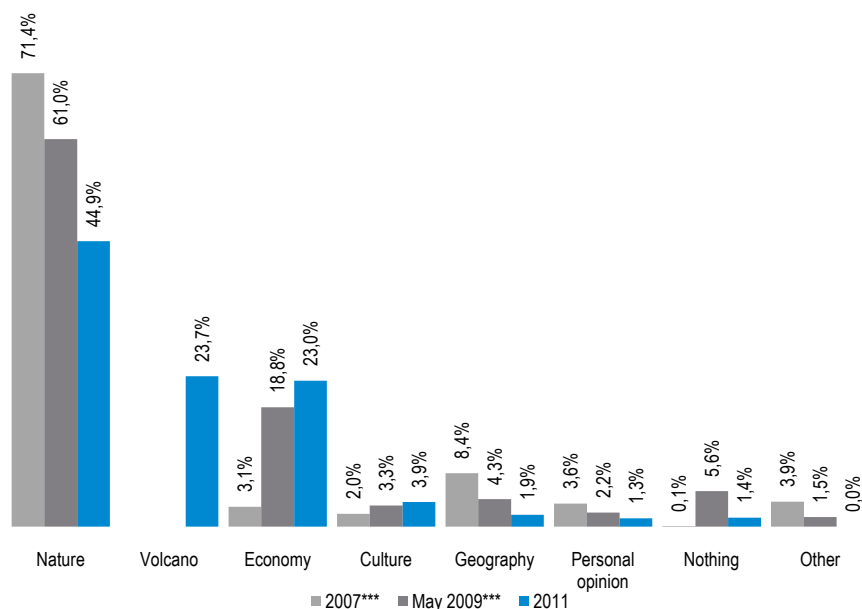
Personal opinion

Dream vacation
 Nice
 Cute people
 Charming
 Friendly people

UNITED KINGDOM

When you think about Iceland what comes into your mind? (Mentioned first)

| Answers | Count | Pct. % | Conf.lim +/- |
|------------------------------|-------------|---------------|--------------|
| Nature | 988 | 44,9% | 2,1% |
| Volcano | 521 | 23,7% | 1,8% |
| Economy | 505 | 23,0% | 1,8% |
| Culture | 85 | 3,9% | 0,8% |
| Geography | 41 | 1,9% | 0,6% |
| Personal opinion | 28 | 1,3% | 0,5% |
| Nothing | 30 | 1,4% | 0,5% |
| Count | 2199 | 100,0% | |
| Answered | 2199 | 99,7% | |
| Did not answer | 8 | 0,3% | |
| Count | 2207 | 100,0% | |
| Asked* | 2207 | 100,0% | |
| Not asked | 0 | 0,0% | |
| Number of respondents | 2207 | 100,0% | |



| | | Nature | Volcano | Economy | Culture | Geography | Personal opinion | Nothing | Count |
|---|---------------------------|--------|---------|---------|---------|-----------|------------------|---------|-------|
| Total | Total | 44,9% | 23,7% | 23,0% | 3,9% | 1,9% | 1,3% | 1,4% | 2199 |
| Gender | Male | 39,6% | 25,7% | 26,0% | 4,6% | 2,1% | 1,1% | 1,0% | 1059 |
| | Female | 49,9% | 21,9% | 20,2% | 3,2% | 1,6% | 1,5% | 1,7% | 1140 |
| Age | 18 to 24 | 40,1% | 35,8% | 14,8% | 2,9% | 2,0% | 3,0% | 1,5% | 263 |
| | 25 to 34 | 40,2% | 27,1% | 21,4% | 6,6% | 2,1% | 1,2% | 1,5% | 374 |
| | 35 to 44 | 40,0% | 25,8% | 25,8% | 5,2% | 0,3% | 0,7% | 2,2% | 357 |
| | 45 to 54 | 44,7% | 24,5% | 22,5% | 3,8% | 2,3% | 0,9% | 1,4% | 421 |
| | 55+ | 51,2% | 16,6% | 25,5% | 2,4% | 2,2% | 1,3% | 0,9% | 784 |
| Marital status | Married/Civil partnership | 46,0% | 20,2% | 25,6% | 3,7% | 1,5% | 1,3% | 1,7% | 1051 |
| | Living as married | 44,9% | 24,9% | 22,5% | 4,0% | 1,5% | 1,5% | 0,8% | 279 |
| | Separated/Divorced | 48,3% | 24,2% | 20,9% | 2,9% | 3,2% | 0,5% | | 211 |
| | Widowed | 50,4% | 17,9% | 24,2% | 2,6% | 1,7% | 3,4% | | 49 |
| Grouped Urban for England, Scotland & Wales | Never married | 41,2% | 29,9% | 19,2% | 4,6% | 2,0% | 1,3% | 1,7% | 597 |
| | Urban | 46,1% | 24,4% | 21,8% | 3,3% | 1,7% | 1,2% | 1,5% | 1315 |
| | Town and Fringe | 51,7% | 18,6% | 18,9% | 4,7% | 1,8% | 3,0% | 1,4% | 135 |
| Region | Rural | 42,7% | 20,4% | 28,0% | 5,2% | 1,1% | 0,9% | 1,7% | 164 |
| | North | 46,4% | 23,6% | 21,4% | 3,0% | 2,0% | 2,1% | 1,5% | 523 |
| | Midlands | 43,3% | 25,4% | 20,7% | 5,5% | 1,9% | 2,5% | 0,7% | 352 |
| | East | 45,3% | 23,8% | 22,3% | 3,1% | 4,2% | 0,8% | 0,5% | 204 |
| | London | 44,3% | 23,0% | 24,8% | 3,6% | 2,5% | 0,3% | 1,4% | 274 |
| | South | 44,4% | 22,5% | 26,3% | 3,5% | 0,5% | 1,1% | 1,8% | 490 |
| | Wales | 48,2% | 22,1% | 23,1% | 3,2% | 0,4% | | 3,0% | 108 |
| | Scotland | 45,0% | 25,1% | 21,5% | 4,2% | 2,4% | 0,3% | 1,7% | 186 |
| | Northern Ireland | 42,2% | 25,7% | 21,5% | 9,4% | 1,2% | | | 62 |
| Visited Iceland | Yes | 44,3% | 21,8% | 15,0% | 3,0% | 3,4% | 10,7% | 1,8% | 113 |
| | No | 45,0% | 23,8% | 23,4% | 3,9% | 1,8% | 0,8% | 1,4% | 2087 |

*Asked: Everyone.

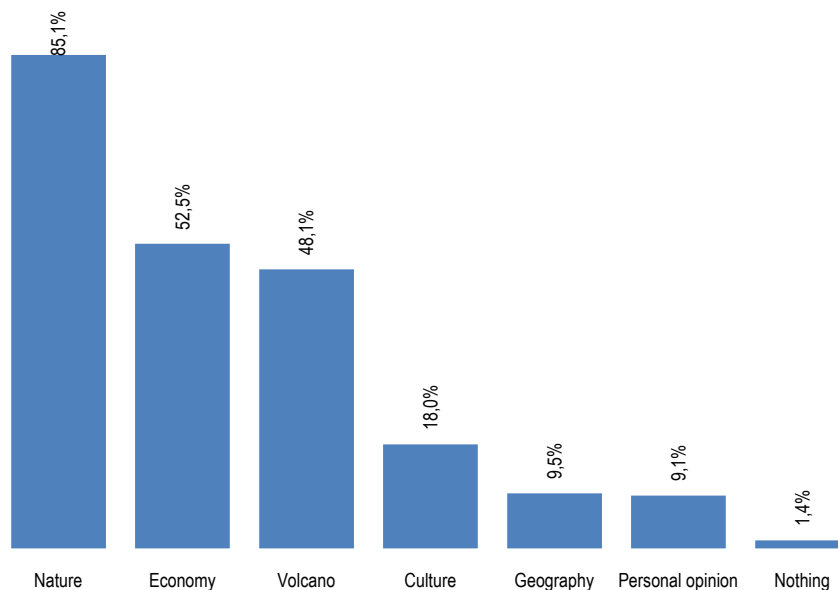
**The entire question: When you think about Iceland what comes into your mind? Please name up to 3 of the first things that come to mind when you think of the country Iceland.

***GfK survey

UNITED KINGDOM

When you think about Iceland what comes into your mind? (ALL that was mentioned)

| Answers | Count | Pct. % | Conf.lim +/- |
|-----------------------|-------------|---------------|--------------|
| Nature | 1872 | 85,1% | 1,5% |
| Economy | 1155 | 52,5% | 2,1% |
| Volcano | 1058 | 48,1% | 2,1% |
| Culture | 395 | 18,0% | 1,6% |
| Geography | 210 | 9,5% | 1,2% |
| Personal opinion | 200 | 9,1% | 1,2% |
| Nothing | 30 | 1,4% | 0,5% |
| Count | 2199 | | |
| Answered | 2199 | 99,7% | |
| Did not answer | 8 | 0,3% | |
| Count | 2207 | 100,0% | |
| Asked* | 2207 | 100,0% | |
| Not asked | 0 | 0,0% | |
| Number of respondents | 2207 | 100,0% | |



| | | Nature | Economy | Volcano | Culture | Geography | Personal opinion | Nothing | Count |
|---|---------------------------|--------|---------|---------|---------|-----------|------------------|---------|-------|
| Total | Total | 85,1% | 52,5% | 48,1% | 18,0% | 9,5% | 9,1% | 1,4% | 2199 |
| Gender | Male | 82,7% | 58,6% | 53,7% | 19,9% | 9,9% | 10,1% | 1,0% | 1059 |
| | Female | 87,4% | 46,9% | 42,9% | 16,2% | 9,2% | 8,2% | 1,7% | 1140 |
| Age | 18 to 24 | 83,5% | 43,0% | 58,5% | 13,2% | 16,5% | 9,5% | 1,5% | 263 |
| | 25 to 34 | 77,1% | 53,7% | 53,0% | 27,8% | 7,8% | 12,0% | 1,5% | 374 |
| | 35 to 44 | 80,4% | 52,9% | 51,1% | 22,1% | 6,3% | 8,6% | 2,2% | 357 |
| | 45 to 54 | 88,5% | 52,7% | 46,4% | 19,0% | 10,0% | 7,2% | 1,4% | 421 |
| | 55+ | 89,9% | 54,9% | 41,8% | 12,4% | 9,2% | 8,8% | 0,9% | 784 |
| Marital status | Married/Civil partnership | 86,3% | 55,3% | 45,0% | 17,0% | 7,8% | 9,0% | 1,7% | 1051 |
| | Living as married | 83,1% | 51,2% | 48,5% | 25,8% | 7,5% | 8,6% | 0,8% | 279 |
| | Separated/Divorced | 90,3% | 49,9% | 50,3% | 13,0% | 9,2% | 9,3% | | 211 |
| | Widowed | 91,0% | 44,7% | 42,9% | 12,6% | 12,5% | 9,3% | | 49 |
| Grouped Urban for England, Scotland & Wales | Urban | 86,2% | 52,1% | 49,1% | 17,8% | 8,8% | 7,9% | 1,5% | 1315 |
| | Town and Fringe | 84,7% | 47,5% | 46,7% | 19,0% | 10,3% | 11,7% | 1,4% | 135 |
| | Rural | 85,9% | 58,6% | 46,7% | 15,3% | 7,9% | 9,2% | 1,7% | 164 |
| | Region | North | 86,1% | 47,5% | 46,0% | 15,2% | 8,5% | 9,9% | 1,5% |
| | Midlands | 86,0% | 47,0% | 48,2% | 18,0% | 9,1% | 11,0% | 0,7% | 352 |
| | East | 84,6% | 53,3% | 52,7% | 18,0% | 9,1% | 12,5% | 0,5% | 204 |
| | London | 85,9% | 57,3% | 45,3% | 20,7% | 11,2% | 5,8% | 1,4% | 274 |
| | South | 85,5% | 56,4% | 47,6% | 17,8% | 10,6% | 9,9% | 1,8% | 490 |
| | Wales | 83,7% | 59,7% | 46,8% | 21,8% | 6,4% | 4,6% | 3,0% | 108 |
| | Scotland | 82,4% | 56,9% | 54,5% | 18,4% | 9,2% | 7,2% | 1,7% | 186 |
| | Northern Ireland | 78,1% | 47,4% | 50,6% | 21,7% | 12,8% | 3,0% | | 62 |
| Visited Iceland | Yes | 81,5% | 38,6% | 53,8% | 10,9% | 7,4% | 23,0% | 1,8% | 113 |
| | No | 85,3% | 53,3% | 47,8% | 18,3% | 9,7% | 8,4% | 1,4% | 2087 |

*Asked: Everyone.

**The entire question: When you think about Iceland what comes into your mind? Please name up to 3 of the first things that come to mind when you think of the country Iceland.

Examples of what was mentioned in each category

Nature

Cold climate
 Beautiful landscape
 Clean air
 Fish
 Geysers
 Glaciers
 Hot springs
 Ice

Volcano

Volcano
 Ash
 Ash cloud
 Volcanic eruption

Economy

Bank crisis
 Bankrupt
 Dodgy banks
 Debt
 Economy crisis
 Expensive
 IceSave

Geography

Isolated
 Remote
 Reykjavik
 North
 Far away

Culture

Björk
 Igloos
 Sigurrós
 Magnús Magnússon
 Eiður Smári Guðjónsson
 Vodka

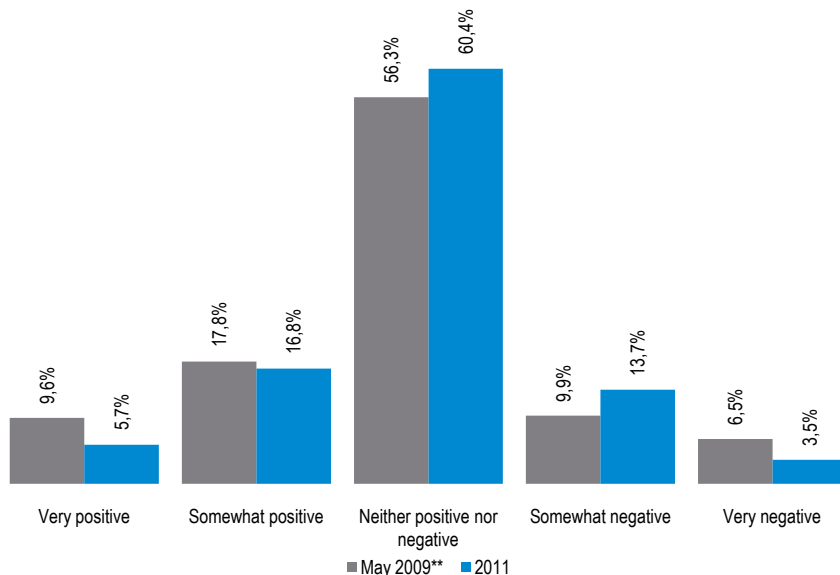
Personal opinion

Alternative way of life
 Different
 Friendly
 Holiday
 Boring
 Nice people

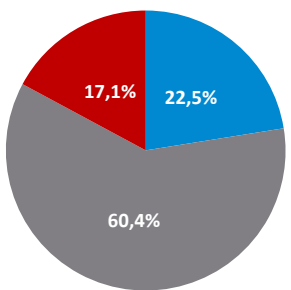
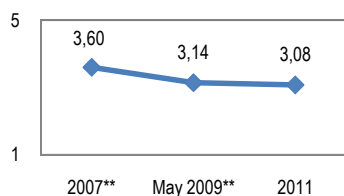
UNITED KINGDOM

How positive or negative are you, in general, towards the country Iceland?

| Answers | Count | Pct. % | Conf. lim +/- |
|-------------------------------|-------|--------|---------------|
| Very positive | 119 | 5,7% | 1,0% |
| Somewhat positive | 350 | 16,8% | 1,6% |
| Neither positive nor negative | 1260 | 60,4% | 2,1% |
| Somewhat negative | 285 | 13,7% | 1,5% |
| Very negative | 72 | 3,5% | 0,8% |
| Count | 2086 | 100,0% | |
| Answered | 2086 | 94,5% | |
| Did not answer | 121 | 5,5% | |
| Count | 2207 | 100,0% | |
| Asked* | 2207 | 100,0% | |
| Not asked | 0 | 0,0% | |
| Number of respondents | 2207 | 100,0% | |



Comparison between means



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

*Asked: Everyone.

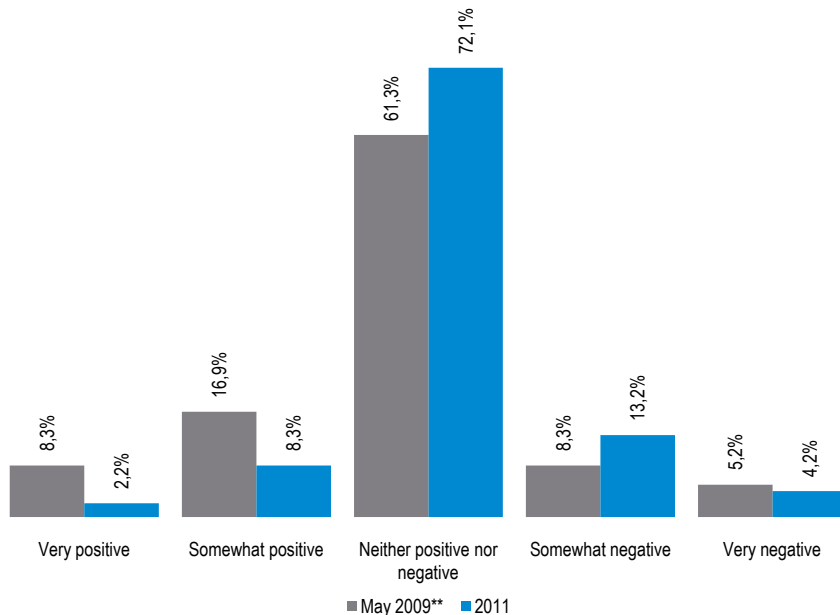
**GfK Survey

| | | Very positive | Somewhat positive | Neither positive nor negative | Somewhat negative | Very negative | Count | Mean | Confidence interval | |
|---|---------------------------|---------------|-------------------|-------------------------------|-------------------|---------------|-------|------|---------------------|-----|
| Total | Total | 5,7% | 16,8% | 60,4% | 13,7% | 3,5% | 2086 | 3,1 | 0,0 | |
| Gender | Male | 6,7% | 19,4% | 54,0% | 15,7% | 4,2% | 1027 | 3,1 | 0,1 | |
| | Female | 4,6% | 14,2% | 66,6% | 11,7% | 2,8% | 1059 | 3,1 | 0,0 | |
| Age | 18 to 24 | 7,8% | 28,2% | 55,1% | 6,5% | 2,3% | 243 | 3,3 | 0,1 | |
| | 25 to 34 | 6,4% | 20,9% | 61,0% | 9,7% | 2,0% | 352 | 3,2 | 0,1 | |
| | 35 to 44 | 7,6% | 14,6% | 60,0% | 15,0% | 2,8% | 331 | 3,1 | 0,1 | |
| | 45 to 54 | 5,3% | 14,8% | 64,2% | 12,5% | 3,2% | 405 | 3,1 | 0,1 | |
| | 55+ | 4,0% | 13,1% | 60,0% | 17,9% | 5,0% | 755 | 2,9 | 0,1 | |
| Marital status | Married/Civil partnership | 4,7% | 15,0% | 59,6% | 16,8% | 3,9% | 1008 | 3,0 | 0,1 | |
| | Living as married | 6,4% | 21,2% | 56,5% | 12,6% | 3,3% | 256 | 3,1 | 0,1 | |
| | Separated/Divorced | 6,9% | 12,3% | 65,8% | 11,1% | 3,9% | 202 | 3,1 | 0,1 | |
| | Widowed | 5,1% | 4,2% | 70,9% | 15,1% | 4,7% | 49 | 2,9 | 0,2 | |
| | Never married | 6,9% | 20,6% | 61,0% | 9,2% | 2,4% | 560 | 3,2 | 0,1 | |
| Grouped Urban for England, Scotland & Wales | Urban | 5,5% | 17,0% | 59,3% | 14,5% | 3,6% | 1251 | 3,1 | 0,0 | |
| | Town and Fringe | 6,8% | 15,8% | 64,6% | 10,0% | 2,8% | 124 | 3,1 | 0,1 | |
| | Rural | 5,4% | 17,3% | 57,0% | 17,9% | 2,3% | 161 | 3,1 | 0,1 | |
| Region | North | 6,0% | 13,8% | 61,4% | 15,8% | 2,9% | 483 | 3,0 | 0,1 | |
| | Midlands | 7,8% | 17,3% | 56,5% | 15,1% | 3,3% | 329 | 3,1 | 0,1 | |
| | East | 3,3% | 17,7% | 60,1% | 14,6% | 4,2% | 198 | 3,0 | 0,1 | |
| | London | 6,4% | 17,2% | 59,2% | 13,7% | 3,4% | 263 | 3,1 | 0,1 | |
| | South | 5,7% | 17,6% | 58,8% | 13,2% | 4,7% | 471 | 3,1 | 0,1 | |
| | Wales | 5,7% | 24,4% | 60,6% | 8,7% | 0,6% | 102 | 3,3 | 0,1 | |
| | Scotland | 2,9% | 14,5% | 71,7% | 8,9% | 2,0% | 180 | 3,1 | 0,1 | |
| | Northern Ireland | 4,3% | 20,1% | 58,6% | 11,8% | 5,2% | 60 | 3,1 | 0,2 | |
| | Visited Iceland | Yes | 26,8% | 35,2% | 27,6% | 9,0% | 1,3% | 111 | 3,8 | 0,2 |
| | | No | 4,5% | 15,7% | 62,3% | 13,9% | 3,6% | 1975 | 3,0 | 0,0 |

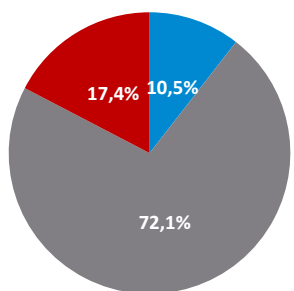
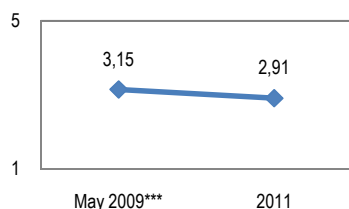
UNITED KINGDOM

How positive or negative are you towards Icelandic products, services and brands?

| Answers | Count | Pct. | Conf.lim +/- |
|-------------------------------|-------|--------|--------------|
| Very positive | 41 | 2,2% | 0,7% |
| Somewhat positive | 155 | 8,3% | 1,3% |
| Neither positive nor negative | 1341 | 72,1% | 2,0% |
| Somewhat negative | 245 | 13,2% | 1,5% |
| Very negative | 78 | 4,2% | 0,9% |
| Count | 1860 | 100,0% | |
| Answered | 1860 | 84,3% | |
| Did not answer | 347 | 15,7% | |
| Count | 2207 | 100,0% | |
| Asked* | 2207 | 100,0% | |
| Not asked | 0 | 0,0% | |
| Number of respondents | 2207 | 100,0% | |



Comparison between means

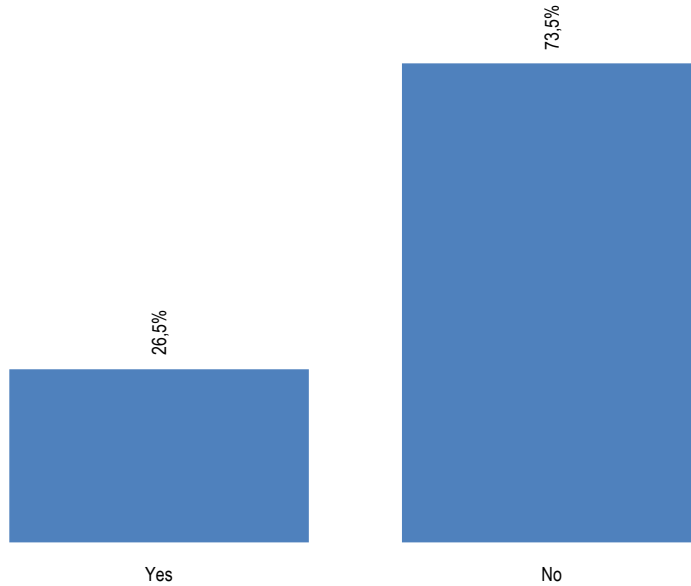


■ Very somewhat positive
■ Neither positive nor negative
■ Very somewhat negative

*Asked: Everyone.
**GfK Survey

| | | Very positive | Somewhat positive | Neither positive nor negative | Somewhat negative | Very negative | Count | Mean | Confidence interval |
|---|---------------------------|---------------|-------------------|-------------------------------|-------------------|---------------|-------|------|---------------------|
| Total | Total | 2,2% | 8,3% | 72,1% | 13,2% | 4,2% | 1860 | 2,9 | 0,0 |
| Gender | Male | 2,4% | 9,4% | 67,8% | 15,5% | 4,9% | 910 | 2,9 | 0,0 |
| | Female | 2,0% | 7,2% | 76,2% | 10,9% | 3,6% | 950 | 2,9 | 0,0 |
| Age | 18 to 24 | 4,1% | 12,3% | 75,3% | 6,9% | 1,4% | 197 | 3,1 | 0,1 |
| | 25 to 34 | 2,4% | 10,6% | 72,7% | 11,1% | 3,3% | 315 | 3,0 | 0,1 |
| | 35 to 44 | 3,1% | 9,1% | 70,1% | 13,7% | 4,0% | 296 | 2,9 | 0,1 |
| | 45 to 54 | 1,4% | 5,5% | 76,3% | 12,3% | 4,5% | 370 | 2,9 | 0,1 |
| | 55+ | 1,6% | 7,3% | 69,6% | 16,2% | 5,3% | 682 | 2,8 | 0,1 |
| Marital status | Married/Civil partnership | 1,5% | 7,5% | 70,9% | 15,1% | 5,0% | 916 | 2,9 | 0,0 |
| | Living as married | 2,7% | 10,2% | 71,6% | 12,9% | 2,6% | 216 | 3,0 | 0,1 |
| | Separated/Divorced | 3,7% | 7,6% | 71,4% | 11,7% | 5,7% | 185 | 2,9 | 0,1 |
| | Widowed | 5,7% | 5,3% | 69,2% | 17,9% | 1,9% | 43 | 2,9 | 0,2 |
| | Never married | 2,4% | 9,4% | 75,3% | 9,7% | 3,2% | 491 | 3,0 | 0,1 |
| Grouped Urban for England, Scotland & Wales | Urban | 2,1% | 7,8% | 71,7% | 14,5% | 4,0% | 1108 | 2,9 | 0,0 |
| | Town and Fringe | 1,4% | 7,0% | 84,5% | 4,6% | 2,6% | 119 | 3,0 | 0,1 |
| | Rural | 3,4% | 7,6% | 68,2% | 16,1% | 4,8% | 144 | 2,9 | 0,1 |
| Region | North | 2,4% | 7,5% | 76,1% | 11,2% | 2,8% | 431 | 3,0 | 0,1 |
| | Midlands | 2,3% | 8,2% | 71,1% | 14,3% | 4,0% | 288 | 2,9 | 0,1 |
| | East | 2,2% | 8,5% | 72,4% | 13,4% | 3,5% | 178 | 2,9 | 0,1 |
| | London | 3,1% | 9,1% | 66,3% | 16,9% | 4,5% | 229 | 2,9 | 0,1 |
| | South | 1,5% | 9,9% | 66,6% | 16,2% | 5,9% | 423 | 2,9 | 0,1 |
| | Wales | 4,9% | 6,9% | 79,2% | 5,9% | 3,2% | 87 | 3,0 | 0,1 |
| | Scotland | 0,7% | 6,9% | 79,5% | 8,4% | 4,4% | 169 | 2,9 | 0,1 |
| | Northern Ireland | 1,9% | 5,3% | 78,0% | 9,1% | 5,6% | 56 | 2,9 | 0,2 |
| | Visited Iceland | Yes | 12,5% | 18,2% | 57,2% | 8,7% | 3,4% | 103 | 3,3 |
| No | | 1,6% | 7,7% | 73,0% | 13,4% | 4,2% | 1757 | 2,9 | 0,0 |

| Answers | Count | Pct. % | Conf.lim +/- |
|-----------------------|-------|--------|--------------|
| Yes | 586 | 26,5% | 1,8% |
| No | 1621 | 73,5% | 1,8% |
| Count | 2207 | 100,0% | |
| Answered | 2207 | 100,0% | |
| Did not answer | 0 | 0,0% | |
| Count | 2207 | 100,0% | |
| Asked* | 2207 | 100,0% | |
| Not asked | 0 | 0,0% | |
| Number of respondents | 2207 | 100,0% | |



| | | Yes | No | Count |
|---|---------------------------|-------|-------|-------|
| Total | Total | 26,5% | 73,5% | 2207 |
| Gender | Male | 29,9% | 70,1% | 1062 |
| | Female | 23,4% | 76,6% | 1145 |
| Age | 18 to 24 | 20,0% | 80,0% | 265 |
| | 25 to 34 | 20,7% | 79,3% | 377 |
| | 35 to 44 | 25,1% | 74,9% | 357 |
| | 45 to 54 | 26,5% | 73,5% | 422 |
| | 55+ | 32,2% | 67,8% | 786 |
| Marital status | Married/Civil partnership | 29,2% | 70,8% | 1057 |
| | Living as married | 19,0% | 81,0% | 280 |
| | Separated/Divorced | 27,2% | 72,8% | 212 |
| | Widowed | 28,8% | 71,2% | 49 |
| | Never married | 24,9% | 75,1% | 597 |
| Grouped Urban for England, Scotland & Wales | Urban | 24,9% | 75,1% | 1321 |
| | Town and Fringe | 28,7% | 71,3% | 135 |
| | Rural | 30,3% | 69,7% | 165 |
| Region | North | 23,1% | 76,9% | 527 |
| | Midlands | 28,5% | 71,5% | 353 |
| | East | 30,6% | 69,4% | 205 |
| | London | 30,7% | 69,3% | 274 |
| | South | 26,9% | 73,1% | 490 |
| | Wales | 15,8% | 84,2% | 108 |
| | Scotland | 22,3% | 77,7% | 188 |
| | Northern Ireland | 40,6% | 59,4% | 62 |
| Visited Iceland | Yes | 45,0% | 55,0% | 113 |
| | No | 25,5% | 74,5% | 2094 |

*Asked: Everyone.

**The entire question: Can you think of any products, services or brands which originate from the country Iceland or you associate with Iceland? (Please write the name of the products, services or brands in the box below. If you can't think of any please write ?none?.)

All that was mentioned if yes in question Q4

Brands, products and services

- (Hoping that bands count), Bjork, Royksopp, The Sugarcubes.. erm, does Damon Albarn still own a bar in Reikjavik?
- 66 North
- agriculture, fish, geothermal power
- all fish products
- all the banks which pi\$\$ed our money up the wall
- an investment company that owns high street shop chains in the uk
- Apart from fresh fish, none
- bad banks
- Bakkavör, Landsbanki
- Bakkur Eimskip
- Bank (3)
- Bank accounts
- Bank of Iceland (3)
- Bank of Iceland, Egg, Ing.
- Bank of Iceland, Iceland Air
- bank saving accounts
- Banking (30)
- banking & financial services
- banking / none
- Banking Debt
- Banking Fish
- Banking Frozen Foods
- banking icesave
- banking investments
- Banking problems
- Banking Services (6)
- Banking, air travel, pop music
- Banking, aldi
- Banking, Father Christmas, reindeer, Bjork the singer, herring, other fish products, tourism, Iceland Air, hotels made out of ice.
- banking, fish, tourism
- banking, fishing, knitwear
- banking, holidays
- Banking, Owning Retail stores
- Banking, tourism, fishing, world chess tournament
- banking, whale meat.
- Banking.fish
- Banking.
- Banking. I know their banking isn't very secure or recommended. The volcano eruptions last year, didn't help their PR either.
- bankrupt banks
- Banks (15)
- Banks & Property Investment Services
- Banks (in crisis)
- banks and financial products
- banks and people losing money
- Banks Fish
- Banks Fish products
- banks going bust
- banks, bjorg
- banks, frozen fish
- bankung fishing biscuits
- baugar
- Bauger
- Baugur group(not sure of spelling?); Icesave
- Beer
- BJONG
- Bjork (18)
- Bjork (singer)
- Bjork, fish products
- Bjork, magnus magnusson
- Bjork, Magnus Magnusson
- Bjork, Magnus Magnusson,
- Bjork, Sigur Ros, Sugarcubes
- Blue Lagoon - beauty Products, Icelandair - Airline
- Blue Lagoon mineral bath salt
- Blue Lagoon Thermal Spa beauty products.
- Boerk
- Boioke
- bottled water
- Byork, The Lemon Heads,
- can't get past the financial services that they 'used' to offer, and which collapsed disastrously ...
- CCP (Eve); Lazy Town
- Clothes for cold weather , hats & tops etc
- Clothes, vodka, schnaps
- Clothing and fish products
- Cod (13)
- COD DODGY BANKS
- cod fish
- cod fish, tourism, banking
- cod, dried fish, fishfingers, banking
- cod, other fish
- Cod, prawns, failed banks
- cod, tourism
- Cod. Financial products. Tourism.
- Cod; Banking; Frozen foods
- COLD WEATHER HATS
- crafts
- Crime thrillers.. None
- crooked banking
- deer
- Design and music, woollen articles

All that was mentioned if yes in question Q4

Brands, products and services

- Dodgy bank (2)
- Dodgy banks
- Eve Online
- eve online, banking
- failed bank products / fish
- failed banks
- Failing Banking industry.
- Finance products
- Financial (3)
- financial products (3)
- financial products can't remember the name of the bank that affected this country when it ran into difficulties
- Financial products, fish
- Financial products; Deep sea fish; Icelandair; Icesave; Glitnir Bank
- Financial Service (3)
- financial services but can't think of brands
- Findus (2)
- Fish (92)
- Fish = various brands
- Fish and risky banking
- fish and tourism
- Fish Banking Buying of several UK stores
- fish knitting
- Fish products (6)
- fish products, tourism
- fish tourism
- fish volcanic ash!
- fish wool
- Fish, Banking
- Fish, Banking, Holidays
- fish, banking, retailing.
- Fish, Banking, Woollens
- fish, banks,
- fish, dubious banks
- fish, failed banks - Icesave
- fish, geothermal engery
- fish, jumpers
- fish, mud packs, sweaters
- fish, my interest in volcanoes and geysers
- fish, oil
- fish, prawns
- fish, stamps,
- Fish, tourism, banking, whaling
- FISH, TOURISM.
- Fish, vodka
- Fish, Volcanic Products, Artists, Musicians
- Fish, Volcano
- fish, whaling
- Fish/poor financial services
- fishing
- Fishing Industry
- Fishing, Banking.
- Food
- food store
- freezer food
- frozen fish (4)
- Frozen fish,Bank
- Frozen Foods
- Frozen foods
- frozen foods (sic) LOL..... :-))
- frozen foods canned fish
- Frozen veg
- F-Secure software security. Iceland Air.
- furniture
- Geothermal power, Tomatoes and Oranges, Fish.
- hats and scarfs
- have bought clothes there (wool coats and sweaters, also gloves and hats) and "mysingor" (cheese)Also tourist type products - don't know any brand names but would trust them
- Herring
- Hog fat? dried fish?
- holidays, short breaks
- hone
- house of fraser
- House of Frazer, Janers
- I associate the frozen food store chain 'ICELAND'.
- I think the bank ICICI originates from Iceland
- I.S.A
- ICE BANK (2)
- Ice Hotel
- ICE SAVE ACCOUNTS
- Ice save bank accounts, Fish, geothermal power
- icebank
- icebank, pickled herring
- icelamduc banks
- Iceland (5)
- Iceland - frozen foods
- Iceland - grocery shop.
- Iceland (the store), fish
- Iceland (the supermarket) Although probably nothing to do with the country!
- Icelandair (16)
- Iceland Air (or whatever the name of the national airline).

All that was mentioned if yes in question Q4

Brands, products and services

- Iceland air, ice save, the ice hotel in reykjavik
- Iceland Air, Iceland Spring Water
- iceland bank
- iceland bank and an icelandik airline
- Iceland Banks
- iceland cod
- Iceland Express Icelandair
- Iceland fish fingers, banks financial products
- iceland food stores
- iceland freezer shops and ownership of football clubs
- Iceland freezer stores - Iceland ISAs
- Iceland frozen foods
- Iceland frozen foods. Icelandic banks
- iceland hockey team
- Iceland stores
- ICELAND SUPERMARKET
- Iceland Supermarket
- iceland supermarket
- Iceland the supermarket?
- Iceland. Landsbanki.
- icelandair, bakkavor, kaupthing bank, landsbanki
- Icelandair, Blue Lagoon cosmetics
- Icelandic Air
- Icelandic Bank (13)
- Icelandic Bank, Bjork
- icelandic bank, fish
- icelandic bank, icelandic airline
- Icelandic Banking Products Cod
- Icelandic Banks (2)
- Icelandic Central Bank (or whatever it's name is)
- ICELANDIC COD
- icelandic cod
- icelandic crime writers
- Icelandic fish
- Icelandic fleece
- Icelandic Glacial mineral water, Icelandair
- Icelantic bank
- icelantic bank
- icelantic prawns
- Icesave (15)
- Icesave - Iceland Air
- ICESAVE - The Savings Account
- Icesave Bank
- Icesave bank
- icesave bank account volvic water bjork
- Icesave bank which failed
- Icesave financial products
- Icesave! Large, failed, multinational retail group
- Icesave, Bjork
- icesave, kaupthing
- Icesave, Kraupthing
- Icesave, landsbanki
- Icesave, the bank which crashed and UK government had to bail out and pay the UK people via the FSA
- icesave,geothermal electricity.
- Icesave; knitwear;fish
- Ici
- If it means they have the right over OUR fishing areas, then I do not agree.
- IKEA
- ING bank (2)
- Ing Direct
- investments (2)
- INVESTMENTS IN BANKS - ICESAVE.
- Investments that quite a few people regret making
- Isave
- ISSAs
- Jumpers?
- kapatung bank
- Kapthink bank
- Kaupthing and the other bankrupt banks
- Kaupthing (3)
- Kaupthing Edge; Icesave
- Kaupthing, aluminium
- kaupthing, bjork, fish, royksop, bhs
- Kaupthing, Hamleys, Baugur
- Kaupthing, IceSave
- Kaupthing; Landsbanki
- Knitwear (2)
- Landbanki?
- landesbank
- landesbank, house of fraser
- Landisbanki, Artic cruises.
- landisbanki; icesave
- landsbanki
- Landsbanki (possibly now defunkt)
- Landsbanki, Blue Lagoon branded products
- Landsbankii
- Lazy Town (2)
- Lazy Town, Icelandair, Air Iceland,
- loans
- Local Authority Investments, Findus Frozen Fish
- lopapeysa
- Lopi wool
- Magnus Magnusson
- Magnus Magnusson; Cod; Volcanic ash

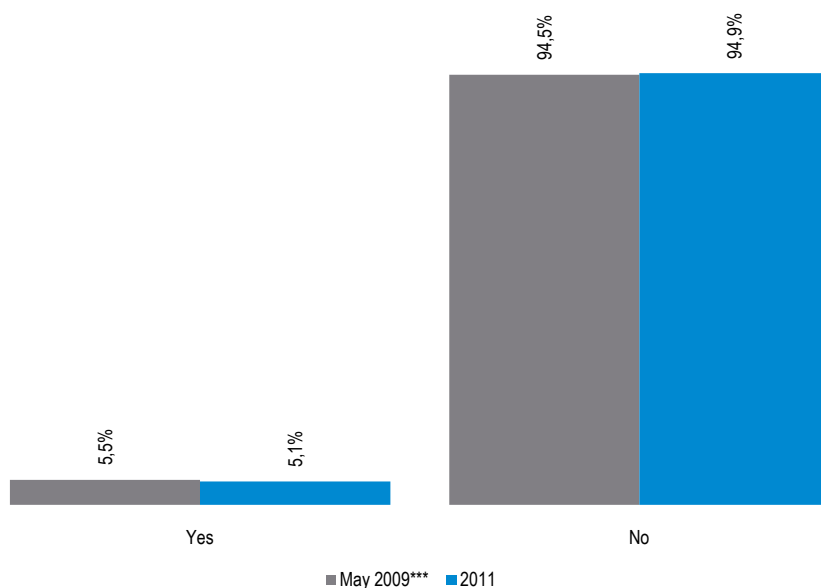
All that was mentioned if yes in question Q4

Brands, products and services

- mila, icelandic bank, cod
 - milk
 - mobile phones
 - Most went bust lol None
 - Music
 - Music - Bjork Sugrcubes; Vodka; Eidur Gudjonsson;
 - Music Banking
 - Musicians - Bjork, Sigur Rós
 - none (unless you include Eidur Gudjohnsen)
 - None except Bjork!
 - none, icesave no longer exists as it failed
 - None, other than Landsbankinn / IceSave
 - nordic jumpers
 - Oasis
 -
- Obviously fish and fish products spring to mind when Iceland is mentioned, As with other countrys' they have had banking problems, but they have abundance of thermal power which is a positive , because fossil fuels are going to become more expensive,
- Offshore saving accounts
 - Only Icesave which should have bankrupted me - one of those rare occasions when I've said 'Thank you Mr Brown!'
 - Only the band Sigur Ros..
 - Only the money my Council lost with their banks!
 - Only visiting Santa trips.
 - possibly fresh cod, icelantic sheep woollen products, interior design, modern architecture,
 - Prawns (9)
 - prawns, cod
 - prawns, fish,
 - prawns,banks
 - primark stores,fish,
 - Processed fish, failed banks, knitwear
 - Reyka Vodka
 - rokysopp,
 - salmon (3)
 - Santa Claus
 - Savings
 - savings
 - savings and investments
 - Seafood
 - Seafood Water
 - Sigur Ros (3)
 - Sjukomelk
 - Slipper Socks?
 - smoked lamb
 - snow (2)
 - something to do with banks not giving compensation back
 - spa accessories
 - Stolen fish
 - Store
 - supermarket
 - Supermarket, Banks
 - textiles
 - That bank - don't know its name
 - that stupid investment scheme that councils blew billions on
 - the bank that went bust
 -
 - The banking fiasco. I wouldn't invest a penny in Iceland or Icelandic based services until I did a lot of research and felt 100% confident.
 - The Iceland foos chain I believe has some links to iceland. Other than that only Kauphing and Landsbanki come to mind
 - The icelandic bank that lost a lot of uk savings
 - the icelandic hotel, "santas" north pole.
 - the novels of arnaldur indridason
 - The pier
 - The supermarket!
 - the the only product i can think of is fish (they own one or two factories in my home town)in the old days we used to knock around with the icelandic managers
 - their banks
 - there was a bank UK people invested in
 - there was football club - westham? bjork
 - They export great music!
 - tourism
 - tourism, fish,
 - tourism, Iceland stores
 - Tourism. Fish.
 - Tourism; fish;
 - tuna
 - TVs Lazytown
 - Various Banks
 - Various banks, fish products, Bjork's music
 - Various financial products that went 'belly-up'
 - vodka (3)
 - volcanic ash (2)
 - volvo cars?
 - Warm clothes, Nordic store
 - water
 - West Ham United football club.
 - west ham, bjork
 - whale blubber (2)
 - whale meat
 - woolly jumpers
 - Wool clothing
 - wool, fish

UNITED KINGDOM
Have you ever visited Iceland?*

| Answers | Count | Pct.% | Conf.lim +/- |
|-----------------------|-------|--------|--------------|
| Yes | 113 | 5,1% | 0,9% |
| No | 2094 | 94,9% | 0,9% |
| Count | 2207 | 100,0% | |
| Answered | 2207 | 100,0% | |
| Did not answer | 0 | 0,0% | |
| Count | 2207 | 100,0% | |
| Asked* | 2207 | 100,0% | |
| Not asked | 0 | 0,0% | |
| Number of respondents | 2207 | 100,0% | |



| | | Yes | No | Count |
|---|---------------------------|------|-------|-------|
| Total | Total | 5,1% | 94,9% | 2207 |
| Gender | Male | 5,3% | 94,7% | 1062 |
| | Female | 5,0% | 95,0% | 1145 |
| Age | 18 to 24 | 6,1% | 93,9% | 265 |
| | 25 to 34 | 3,7% | 96,3% | 377 |
| | 35 to 44 | 4,6% | 95,4% | 357 |
| | 45 to 54 | 4,4% | 95,6% | 422 |
| | 55+ | 6,1% | 93,9% | 786 |
| Marital status | Married/Civil partnership | 5,7% | 94,3% | 1057 |
| | Living as married | 2,4% | 97,6% | 280 |
| | Separated/Divorced | 4,1% | 95,9% | 212 |
| | Widowed | 4,5% | 95,5% | 49 |
| | Never married | 5,4% | 94,6% | 597 |
| Grouped Urban for England, Scotland & Wales | Urban | 5,2% | 94,8% | 1321 |
| | Town and Fringe | 4,8% | 95,2% | 135 |
| | Rural | 4,6% | 95,4% | 165 |
| Region | North | 4,5% | 95,5% | 527 |
| | Midlands | 8,0% | 92,0% | 353 |
| | East | 3,3% | 96,7% | 205 |
| | London | 4,6% | 95,4% | 274 |
| | South | 3,9% | 96,1% | 490 |
| | Wales | 1,6% | 98,4% | 108 |
| | Scotland | 8,9% | 91,1% | 188 |
| | Northern Ireland | 5,9% | 94,1% | 62 |

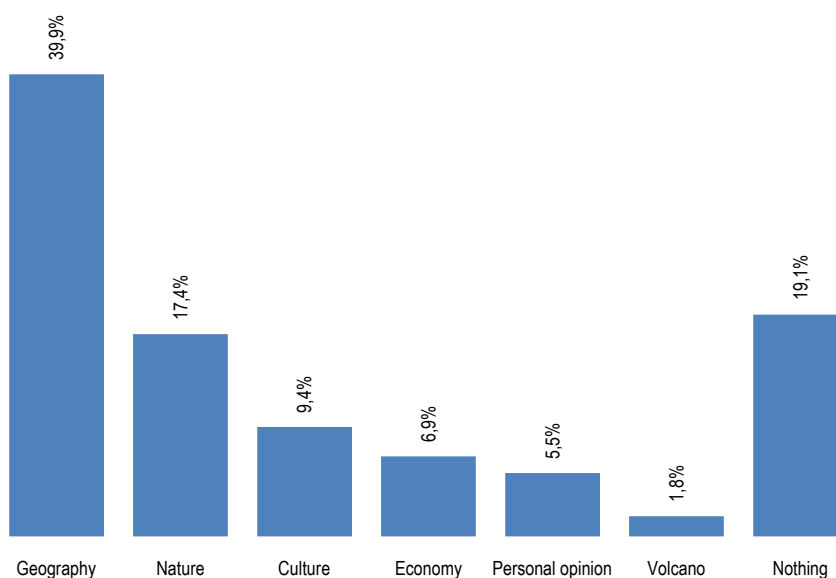
*Asked: Everyone.

**The entire question: Have you ever visited Iceland? (This includes business trips, personal visits and any other visits, regardless of length and purpose.)

UNITED KINGDOM

When you think about REYKJAVIK what comes into your mind? (Mentioned first)

| Answers | Count | Pct. % | Conf.lim +/- |
|------------------------------|-------------|---------------|--------------|
| Geography | 828 | 39,9% | 2,1% |
| Nature | 362 | 17,4% | 1,6% |
| Culture | 196 | 9,4% | 1,3% |
| Economy | 144 | 6,9% | 1,1% |
| Personal opinion | 114 | 5,5% | 1,0% |
| Volcano | 36 | 1,8% | 0,6% |
| Nothing | 397 | 19,1% | 1,7% |
| Count | 2077 | 100,0% | |
| Answered | 2077 | 94,1% | |
| Did not answer | 130 | 5,9% | |
| Count | 2207 | 100,0% | |
| Asked* | 2207 | 100,0% | |
| Not asked | 0 | 0,0% | |
| Number of respondents | 2207 | 100,0% | |



| | | Geography | Nature | Culture | Economy | Personal opinion | Volcano | Nothing | Count |
|---|---------------------------|-----------|--------|---------|---------|------------------|---------|---------|-------|
| Total | Total | 39,9% | 17,4% | 9,4% | 6,9% | 5,5% | 1,8% | 19,1% | 2077 |
| Gender | Male | 42,9% | 18,0% | 8,0% | 7,7% | 5,6% | 1,5% | 16,3% | 1020 |
| | Female | 37,0% | 16,9% | 10,8% | 6,1% | 5,3% | 2,0% | 21,8% | 1057 |
| Age | 18 to 24 | 38,6% | 11,2% | 11,6% | 4,3% | 7,0% | 2,7% | 24,7% | 232 |
| | 25 to 34 | 35,3% | 17,3% | 11,0% | 7,3% | 5,7% | 1,5% | 21,8% | 349 |
| | 35 to 44 | 32,0% | 18,7% | 10,4% | 10,9% | 3,6% | | 24,4% | 339 |
| | 45 to 54 | 42,7% | 19,2% | 9,7% | 7,0% | 4,7% | 2,9% | 13,7% | 402 |
| | 55+ | 44,4% | 17,9% | 7,4% | 5,7% | 6,1% | 1,8% | 16,7% | 755 |
| Marital status | Married/Civil partnership | 40,4% | 19,3% | 8,9% | 6,9% | 4,8% | 1,6% | 18,0% | 999 |
| | Living as married | 36,8% | 16,4% | 8,4% | 7,0% | 8,3% | 1,1% | 21,9% | 260 |
| | Separated/Divorced | 45,9% | 16,7% | 7,6% | 5,9% | 5,3% | 4,0% | 14,6% | 200 |
| | Widowed | 44,6% | 9,5% | 12,9% | 6,8% | 3,6% | | 22,7% | 48 |
| Grouped Urban for England, Scotland & Wales | Never married | 37,8% | 15,5% | 11,4% | 7,2% | 5,3% | 1,7% | 21,1% | 560 |
| | Urban | 38,9% | 18,5% | 9,5% | 6,8% | 5,4% | 1,6% | 19,4% | 1238 |
| | Town and Fringe | 38,9% | 16,4% | 8,0% | 8,1% | 4,2% | 1,8% | 22,6% | 127 |
| | Rural | 44,1% | 13,4% | 8,2% | 10,3% | 5,1% | 2,5% | 16,4% | 155 |
| Region | North | 41,8% | 17,3% | 9,3% | 6,1% | 4,1% | 0,8% | 20,6% | 493 |
| | Midlands | 40,5% | 12,6% | 9,0% | 7,4% | 7,1% | 2,1% | 21,4% | 327 |
| | East | 32,0% | 19,1% | 15,9% | 9,2% | 4,7% | 1,4% | 17,7% | 196 |
| | London | 38,9% | 22,0% | 6,2% | 8,5% | 5,2% | 0,8% | 18,3% | 265 |
| | South | 41,6% | 15,7% | 9,4% | 5,4% | 6,5% | 3,2% | 18,2% | 466 |
| | Wales | 36,8% | 19,8% | 12,1% | 8,8% | 5,5% | | 16,9% | 100 |
| | Scotland | 39,6% | 19,6% | 8,0% | 7,8% | 5,3% | 3,0% | 16,7% | 175 |
| | Northern Ireland | 42,6% | 23,0% | 5,7% | 2,3% | 3,6% | 1,7% | 21,0% | 56 |
| Visited Iceland | Yes | 19,2% | 25,4% | 12,4% | 17,2% | 17,3% | | 8,5% | 110 |
| | No | 41,0% | 17,0% | 9,3% | 6,3% | 4,8% | 1,9% | 19,7% | 1967 |

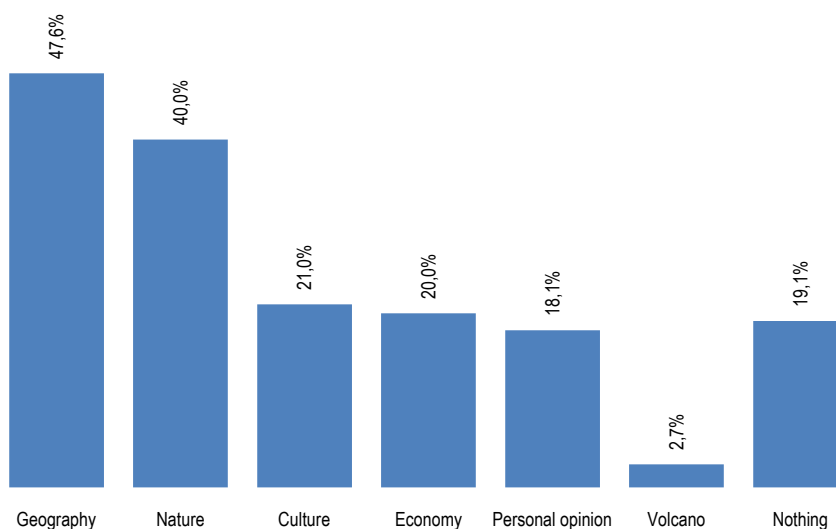
*Asked: Everyone.

**The entire question: When you think about REYKJAVIK what comes into your mind? Please name up to 3 of the first things that come to mind when you think of the city of REYKJAVIK.

UNITED KINGDOM

When you think about REYKJAVIK what comes into your mind? ** (ALL that was mentioned)

| Answers | Count | Pct. % | Conf.lim +/- |
|------------------------------|-------------|---------------|--------------|
| Geography | 989 | 47,6% | 2,1% |
| Nature | 831 | 40,0% | 2,1% |
| Culture | 437 | 21,0% | 1,8% |
| Economy | 416 | 20,0% | 1,7% |
| Personal opinion | 376 | 18,1% | 1,7% |
| Volcano | 55 | 2,7% | 0,7% |
| Nothing | 397 | 19,1% | 1,7% |
| Count | 2077 | | |
| Answered | 2077 | 94,1% | |
| Did not answer | 130 | 5,9% | |
| Count | 2207 | 100,0% | |
| Asked* | 2207 | 100,0% | |
| Not asked | 0 | 0,0% | |
| Number of respondents | 2207 | 100,0% | |



| | | Geography | Nature | Culture | Economy | Personal opinion | Volcano | Nothing | Count |
|---|---------------------------|-----------|--------|---------|---------|------------------|---------|---------|-------|
| Total | Total | 47,6% | 40,0% | 21,0% | 20,0% | 18,1% | 2,7% | 19,1% | 2077 |
| Gender | Male | 51,5% | 40,3% | 21,3% | 22,0% | 19,2% | 2,6% | 16,3% | 1020 |
| | Female | 43,9% | 39,8% | 20,8% | 18,1% | 17,0% | 2,8% | 21,8% | 1057 |
| Age | 18 to 24 | 43,9% | 30,4% | 20,9% | 15,7% | 19,8% | 3,9% | 24,7% | 232 |
| | 25 to 34 | 42,9% | 39,1% | 24,5% | 20,3% | 19,4% | 2,4% | 21,8% | 349 |
| | 35 to 44 | 37,3% | 39,3% | 25,9% | 21,2% | 15,4% | 0,6% | 24,4% | 339 |
| | 45 to 54 | 52,6% | 44,0% | 20,4% | 19,1% | 18,5% | 3,9% | 13,7% | 402 |
| | 55+ | 53,0% | 41,6% | 17,6% | 21,2% | 18,0% | 2,7% | 16,7% | 755 |
| Marital status | Married/Civil partnership | 49,4% | 43,2% | 20,3% | 22,0% | 17,5% | 2,7% | 18,0% | 999 |
| | Living as married | 41,8% | 35,6% | 20,5% | 16,7% | 24,7% | 2,2% | 21,9% | 260 |
| | Separated/Divorced | 51,9% | 42,0% | 18,8% | 18,2% | 16,3% | 4,7% | 14,6% | 200 |
| | Widowed | 56,7% | 27,2% | 17,5% | 9,9% | 8,3% | 1,4% | 22,7% | 48 |
| Grouped Urban for England, Scotland & Wales | Never married | 45,0% | 36,5% | 23,8% | 19,6% | 17,2% | 2,3% | 21,1% | 560 |
| | Urban | 47,3% | 41,5% | 20,9% | 20,0% | 17,7% | 2,3% | 19,4% | 1238 |
| | Town and Fringe | 44,6% | 32,7% | 21,5% | 23,2% | 13,2% | 3,7% | 22,6% | 127 |
| | Rural | 50,8% | 33,9% | 21,8% | 21,3% | 13,4% | 3,9% | 16,4% | 155 |
| Region | North | 48,8% | 40,7% | 20,3% | 18,8% | 13,9% | 1,2% | 20,6% | 493 |
| | Midlands | 48,1% | 36,4% | 19,5% | 19,0% | 20,4% | 2,5% | 21,4% | 327 |
| | East | 44,3% | 40,2% | 25,6% | 21,6% | 16,4% | 1,7% | 17,7% | 196 |
| | London | 44,3% | 41,1% | 18,0% | 23,2% | 21,6% | 3,9% | 18,3% | 265 |
| | South | 50,4% | 39,4% | 22,0% | 18,5% | 20,9% | 4,2% | 18,2% | 466 |
| | Wales | 41,7% | 40,0% | 20,5% | 21,3% | 17,2% | | 16,9% | 100 |
| | Scotland | 48,7% | 42,6% | 25,2% | 22,9% | 17,5% | 4,1% | 16,7% | 175 |
| | Northern Ireland | 47,2% | 46,6% | 15,3% | 18,0% | 10,3% | 1,7% | 21,0% | 56 |
| Visited Iceland | Yes | 28,6% | 52,6% | 26,0% | 38,1% | 46,9% | 1,1% | 8,5% | 110 |
| | No | 48,7% | 39,3% | 20,8% | 19,0% | 16,5% | 2,8% | 19,7% | 1967 |

*Asked: Everyone.

**The entire question: When you think about REYKJAVIK what comes into your mind? Please name up to 3 of the first things that come to mind when you think of the city of REYKJAVIK.

Examples of what was mentioned in each category

Nature

Cold climate
Clean
Snow
Fish
Geysers
Hot springs

Volcano

Volcano
Ash
Ash cloud

Economy

Expensive
Fish industry
Tourism
Banks

Geography

Iceland
Capital
City
Airport
Small
Remote

Culture

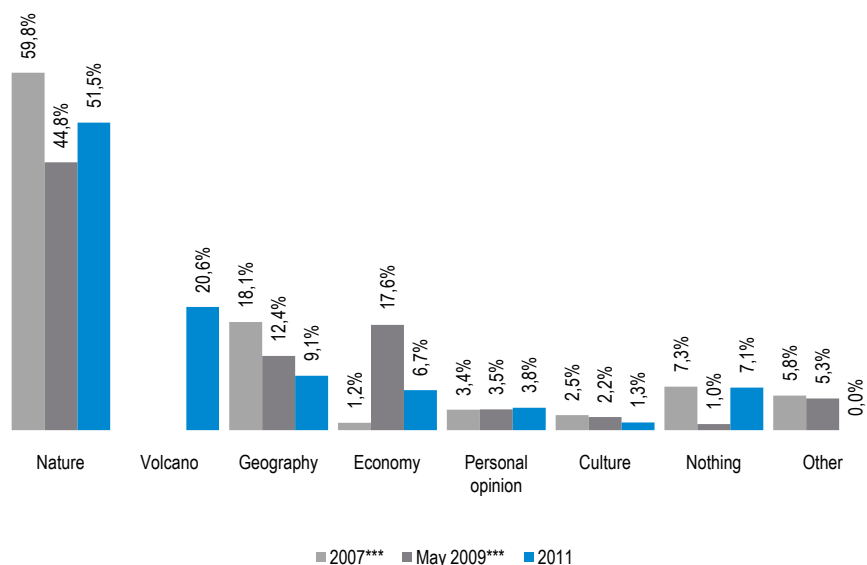
Björk
Football
Nightlife
Vikings
Vodka
Chess

Personal opinion

Beautiful
Boring
Blondes
Beautiful houses
Interesting

GERMANY
When you think about Iceland what comes into your mind? (Mentioned first)

| Answers | Count | Pct. % | Conf. lim +/- |
|------------------------------|-------------|---------------|---------------|
| Nature | 524 | 51,5% | 3,1% |
| Volcano | 210 | 20,6% | 2,5% |
| Geography | 93 | 9,1% | 1,8% |
| Economy | 68 | 6,7% | 1,5% |
| Personal opinion | 38 | 3,8% | 1,2% |
| Culture | 13 | 1,3% | 0,7% |
| Nothing | 72 | 7,1% | 1,6% |
| Count | 1019 | 100,0% | |
| Answered | 1019 | 99,4% | |
| Did not answer | 6 | 0,6% | |
| Count | 1025 | 100,0% | |
| Asked* | 1025 | 100,0% | |
| Not asked | 0 | 0,0% | |
| Number of respondents | 1025 | 100,0% | |



| | | Nature | Volcano | Geography | Economy | Personal opinion | Culture | Nothing | Count |
|--------------------|--------------------------------------|--------|---------|-----------|---------|------------------|---------|---------|-------|
| Total | Total | 51,5% | 20,6% | 9,1% | 6,7% | 3,8% | 1,3% | 7,1% | 1019 |
| Gender | Male | 49,2% | 20,7% | 11,4% | 8,6% | 2,6% | 1,6% | 5,9% | 489 |
| | Female | 53,6% | 20,6% | 7,0% | 4,9% | 4,8% | 0,9% | 8,2% | 530 |
| Age | 18-19 years | 35,9% | 8,0% | 18,7% | 23,3% | | | 14,2% | 21 |
| | 20-29 years | 46,6% | 18,7% | 11,7% | 6,9% | 2,4% | 2,2% | 11,6% | 143 |
| | 30-39 years | 47,8% | 20,1% | 11,5% | 4,5% | 5,2% | 1,6% | 9,3% | 151 |
| | 40-49 years | 52,3% | 22,7% | 10,5% | 5,0% | 0,4% | 2,0% | 7,0% | 208 |
| | 50 years plus | 54,3% | 21,0% | 6,7% | 7,3% | 5,2% | 0,6% | 4,9% | 496 |
| Life cycle | Single | 47,2% | 19,0% | 13,1% | 8,8% | 1,3% | 2,2% | 8,4% | 251 |
| | Married | 53,8% | 21,5% | 8,2% | 6,0% | 4,8% | 0,6% | 5,2% | 421 |
| | Partnersh after life partnership law | 36,5% | 28,8% | 10,7% | 5,5% | 4,7% | | 13,9% | 18 |
| | With Partner/in living together | 58,0% | 20,0% | 6,8% | 6,9% | 2,5% | 1,0% | 4,8% | 130 |
| | Separated living | 55,4% | 22,9% | 12,6% | | | 3,4% | 5,7% | 31 |
| | Divorced | 49,7% | 19,0% | 8,2% | 6,0% | 6,8% | 0,9% | 9,4% | 110 |
| | Widowed | 43,6% | 23,6% | 4,0% | 8,4% | 6,7% | 2,8% | 11,0% | 48 |
| | Other | 48,8% | 16,1% | | | | | 35,1% | 10 |
| Urban/rural | Less than 2.000 inhabitants | 60,0% | 15,0% | 9,3% | 2,7% | 3,7% | | 9,3% | 83 |
| | 2.000 - 5.000 | 61,3% | 20,5% | 2,8% | 7,5% | 2,4% | | 5,5% | 88 |
| | 5.000 - 10.000 | 52,0% | 17,9% | 12,0% | 6,4% | 4,5% | | 7,3% | 114 |
| | 10.000 - 20.000 | 50,6% | 22,4% | 9,0% | 2,2% | 5,5% | 0,8% | 9,5% | 111 |
| | 20.000 - 50.000 | 47,4% | 17,5% | 10,5% | 8,5% | 4,1% | 1,7% | 10,3% | 159 |
| | 50.000 - 100.000 | 49,3% | 20,5% | 8,0% | 6,9% | 7,0% | 2,9% | 5,4% | 104 |
| | 100.000 - 200.000 | 58,7% | 17,2% | 10,6% | 5,4% | 3,9% | 1,2% | 3,0% | 83 |
| | 200.000 - 500.000 | 45,8% | 28,7% | 7,7% | 7,0% | 0,9% | 3,6% | 6,4% | 106 |
| | 500.000 - 1.000.000 | 41,5% | 26,7% | 12,4% | 9,6% | 3,1% | | 6,7% | 83 |
| | 1.000.000 or more inhabitants | 52,9% | 20,7% | 8,0% | 10,2% | 1,5% | 1,8% | 4,8% | 89 |

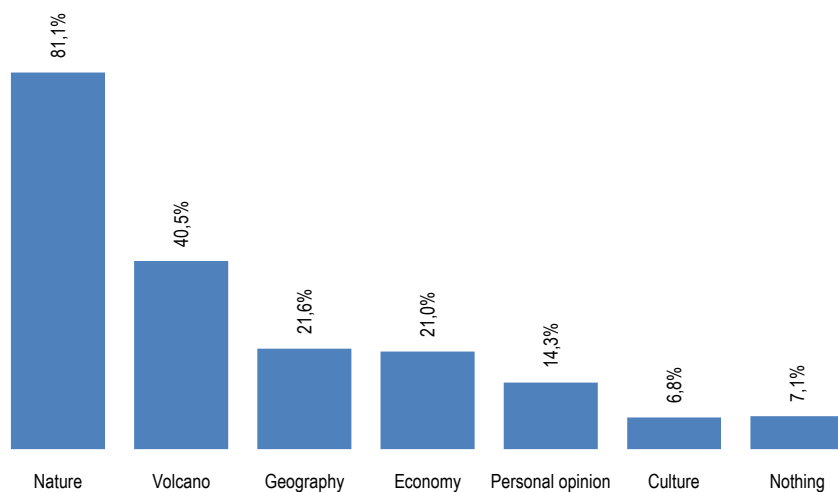
*Asked: Everyone.

**The entire question: When you think about Iceland what comes into your mind? Please name up to 3 of the first things that come to mind when you think of the country Iceland.

| | | Nature | Volcano | Geography | Economy | Personal opinion | Culture | Nothing | Count |
|-----------------|------------------------|--------|---------|-----------|---------|------------------|---------|---------|-------|
| Total | Total | 51,5% | 20,6% | 9,1% | 6,7% | 3,8% | 1,3% | 7,1% | 1019 |
| Region | Schleswig-Holstein | 53,0% | 7,6% | 2,7% | 9,1% | 13,2% | | 14,4% | 37 |
| | Hamburg | 55,0% | 19,3% | 5,7% | 6,2% | 2,5% | 2,5% | 8,8% | 21 |
| | Niedersachsen | 57,6% | 22,7% | 3,1% | 3,5% | 1,0% | 3,1% | 9,0% | 102 |
| | Bremen | 68,7% | 14,9% | | 16,4% | | | | 8 |
| | Nordrhein-Westfalen | 50,4% | 23,4% | 9,7% | 5,6% | 3,3% | 1,4% | 6,2% | 225 |
| | Hessen | 43,9% | 28,4% | 10,3% | 6,2% | 1,4% | | 9,8% | 75 |
| | Rheinland-Pfalz | 49,8% | 25,6% | 10,4% | | 4,4% | | 9,7% | 49 |
| | Baden-Württemberg | 48,0% | 22,5% | 12,7% | 6,9% | 3,3% | 1,3% | 5,4% | 127 |
| | Bayern | 56,4% | 15,3% | 7,7% | 8,4% | 5,8% | 1,4% | 4,9% | 146 |
| | Saarland | 59,5% | 13,2% | | 13,5% | 13,8% | | | 12 |
| | Berlin | 56,5% | 19,1% | 5,4% | 10,1% | | 2,7% | 6,1% | 41 |
| | Brandenburg | 50,6% | 20,8% | 14,5% | 4,5% | 1,8% | | 7,8% | 34 |
| | Mecklenburg-Vorpommern | 49,3% | 14,5% | 13,4% | 7,7% | | 5,4% | 9,6% | 24 |
| | Sachsen | 50,2% | 19,0% | 6,1% | 11,4% | 4,1% | | 9,1% | 58 |
| | Sachsen-Anhalt | 40,9% | 18,5% | 24,6% | 6,1% | 2,7% | | 7,2% | 31 |
| Thüringen | 47,7% | 16,0% | 13,5% | 8,7% | 10,4% | | 3,7% | 30 | |
| Visited Iceland | Yes | 49,4% | 18,5% | 8,5% | | 11,1% | 2,9% | 9,6% | 47 |
| | No | 51,6% | 20,7% | 9,2% | 7,0% | 3,4% | 1,2% | 7,0% | 972 |

GERMANY
When you think about Iceland what comes into your mind?*(ALL that was mentioned)

| Answers | Count | Pct. % | Conf. lim +/- |
|------------------------------|-------------|---------------|---------------|
| Nature | 826 | 81,1% | 2,4% |
| Volcano | 413 | 40,5% | 3,0% |
| Geography | 220 | 21,6% | 2,5% |
| Economy | 214 | 21,0% | 2,5% |
| Personal opinion | 146 | 14,3% | 2,2% |
| Culture | 69 | 6,8% | 1,5% |
| Nothing | 72 | 7,1% | 1,6% |
| Count | 1019 | | |
| Answered | 1019 | 99,4% | |
| Did not answer | 6 | 0,6% | |
| Count | 1025 | 100,0% | |
| Asked* | 1025 | 100,0% | |
| Not asked | 0 | 0,0% | |
| Number of respondents | 1025 | 100,0% | |



| | | Nature | Volcano | Geography | Economy | Personal opinion | Culture | Nothing | Count |
|--------------------|--------------------------------------|--------|---------|-----------|---------|------------------|---------|---------|-------|
| Total | Total | 81,1% | 40,5% | 21,6% | 21,0% | 14,3% | 6,8% | 7,1% | 1019 |
| Gender | Male | 80,8% | 44,7% | 26,4% | 28,3% | 11,1% | 6,8% | 5,9% | 489 |
| | Female | 81,4% | 36,6% | 17,2% | 14,3% | 17,3% | 6,8% | 8,2% | 530 |
| Age | 18-19 years | 62,6% | 34,4% | 25,6% | 42,0% | 18,9% | 4,5% | 14,2% | 21 |
| | 20-29 years | 69,1% | 41,9% | 32,0% | 22,0% | 14,1% | 6,6% | 11,6% | 143 |
| | 30-39 years | 76,2% | 37,9% | 19,9% | 15,9% | 13,1% | 8,5% | 9,3% | 151 |
| | 40-49 years | 84,5% | 39,8% | 22,1% | 12,9% | 11,0% | 8,9% | 7,0% | 208 |
| | 50 years plus | 85,3% | 41,4% | 18,8% | 24,8% | 15,9% | 5,5% | 4,9% | 496 |
| Life cycle | Single | 74,1% | 43,9% | 24,7% | 22,9% | 15,9% | 7,9% | 8,4% | 251 |
| | Married | 85,1% | 40,1% | 22,9% | 21,5% | 13,9% | 6,0% | 5,2% | 421 |
| | Partnersh after life partnership law | 71,7% | 40,3% | 36,3% | 21,0% | 7,6% | 16,4% | 13,9% | 18 |
| | With Partner/in living together | 85,8% | 36,8% | 20,1% | 21,1% | 16,0% | 5,6% | 4,8% | 130 |
| | Separated living | 86,0% | 38,7% | 12,6% | 15,5% | 22,8% | 11,0% | 5,7% | 31 |
| | Divorced | 81,4% | 41,5% | 15,0% | 15,3% | 11,0% | 8,4% | 9,4% | 110 |
| | Widowed | 72,5% | 36,3% | 17,0% | 27,5% | 13,3% | 2,8% | 11,0% | 48 |
| | Other | 64,9% | 33,4% | 5,7% | | | | 35,1% | 10 |
| Urban/rural | Less than 2.000 inhabitants | 87,2% | 31,6% | 16,9% | 9,6% | 15,5% | 4,8% | 9,3% | 83 |
| | 2.000 - 5.000 | 83,1% | 42,6% | 20,5% | 21,8% | 15,5% | 2,3% | 5,5% | 88 |
| | 5.000 - 10.000 | 78,4% | 37,1% | 18,0% | 22,8% | 14,7% | 5,9% | 7,3% | 114 |
| | 10.000 - 20.000 | 78,9% | 37,3% | 23,4% | 18,4% | 18,5% | 2,8% | 9,5% | 111 |
| | 20.000 - 50.000 | 81,4% | 40,6% | 18,3% | 19,5% | 11,1% | 7,5% | 10,3% | 159 |
| | 50.000 - 100.000 | 82,4% | 39,1% | 24,0% | 19,1% | 16,1% | 8,4% | 5,4% | 104 |
| | 100.000 - 200.000 | 87,1% | 41,9% | 28,3% | 26,5% | 9,9% | 4,6% | 3,0% | 83 |
| | 200.000 - 500.000 | 77,7% | 49,3% | 23,9% | 23,3% | 15,5% | 11,1% | 6,4% | 106 |
| | 500.000 - 1.000.000 | 77,9% | 45,8% | 24,6% | 20,9% | 15,1% | 8,4% | 6,7% | 83 |
| | 1.000.000 or more inhabitants | 78,6% | 39,9% | 21,3% | 29,1% | 11,9% | 11,6% | 4,8% | 89 |

*Asked: Everyone.

**The entire question: When you think about Iceland what comes into your mind? Please name up to 3 of the first things that come to mind when you think of the country Iceland.

| | | Nature | Volcano | Geography | Economy | Personal opinion | Culture | Nothing | Count |
|-----------------|------------------------|--------|---------|-----------|---------|------------------|---------|---------|-------|
| Total | Total | 81,1% | 40,5% | 21,6% | 21,0% | 14,3% | 6,8% | 7,1% | 1019 |
| Region | Schleswig-Holstein | 80,2% | 36,3% | 13,5% | 32,1% | 16,3% | | 14,4% | 37 |
| | Hamburg | 79,3% | 45,1% | 23,0% | 19,3% | 17,5% | 8,4% | 8,8% | 21 |
| | Niedersachsen | 85,3% | 40,7% | 15,1% | 8,9% | 9,8% | 11,3% | 9,0% | 102 |
| | Bremen | 83,6% | 14,9% | | 32,2% | | 15,8% | | 8 |
| | Nordrhein-Westfalen | 80,2% | 42,6% | 22,6% | 22,7% | 17,1% | 6,1% | 6,2% | 225 |
| | Hessen | 80,3% | 48,7% | 24,5% | 20,9% | 7,5% | 6,2% | 9,8% | 75 |
| | Rheinland-Pfalz | 74,4% | 36,0% | 23,6% | 13,9% | 15,9% | | 9,7% | 49 |
| | Baden-Württemberg | 80,5% | 50,3% | 24,4% | 25,6% | 11,7% | 11,6% | 5,4% | 127 |
| | Bayern | 85,3% | 35,7% | 21,4% | 24,2% | 15,4% | 5,1% | 4,9% | 146 |
| | Saarland | 72,7% | 59,6% | | 22,3% | 31,7% | | | 12 |
| | Berlin | 74,1% | 35,6% | 21,1% | 29,3% | 8,4% | 17,4% | 6,1% | 41 |
| | Brandenburg | 87,7% | 35,2% | 31,7% | 19,6% | 16,7% | 3,2% | 7,8% | 34 |
| | Mecklenburg-Vorpommern | 79,6% | 29,9% | 21,3% | 14,5% | 15,0% | 9,4% | 9,6% | 24 |
| | Sachsen | 77,9% | 34,2% | 15,2% | 24,6% | 15,9% | 4,9% | 9,1% | 58 |
| | Sachsen-Anhalt | 75,1% | 28,2% | 34,8% | 12,0% | 20,6% | 2,8% | 7,2% | 31 |
| | Thüringen | 88,5% | 38,7% | 26,4% | 8,7% | 16,0% | | 3,7% | 30 |
| | Yes | 83,3% | 29,1% | 20,1% | 17,8% | 30,9% | 7,8% | 9,6% | 47 |
| Visited Iceland | No | 81,0% | 41,0% | 21,7% | 21,2% | 13,5% | 6,7% | 7,0% | 972 |

Examples of what was mentioned in each category

Nature

Geyser
Glacier
The icelandic horse
Mountains
Ice
Cold climate

Volcano

Volcano
Ash
Ashcloude
Eyjafjallajökull

Economy

Bank crisis
Finance crisis
Fish industry
Bankrupcy
Debt
Expensive

Geography

Reykjavik
Capital
Is an island

Culture

Björk
Handball
Vikings
Trolls
Arnaldur Indriðason

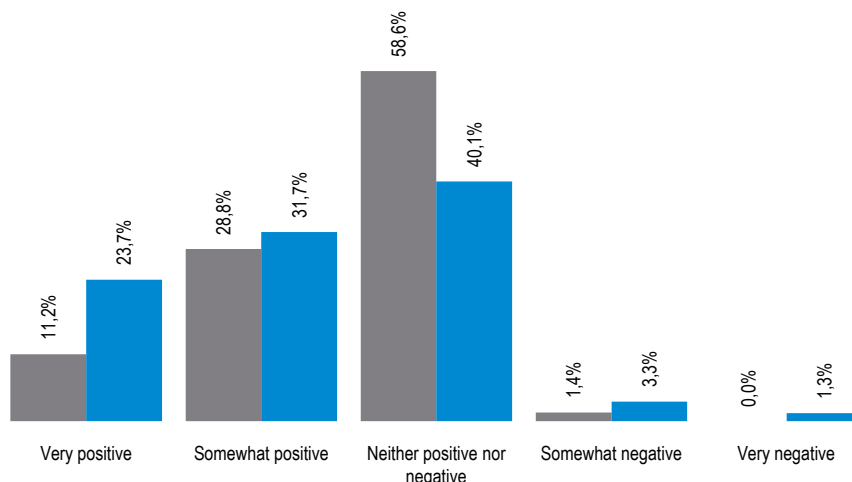
Personal opinion

Loneliness
Freedom
Interesting
Holiday

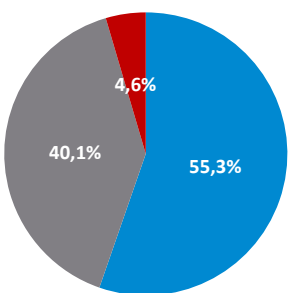
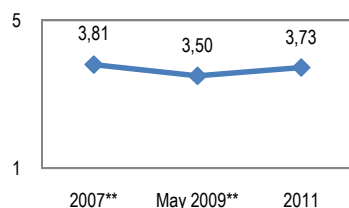
GERMANY

How positive or negative are you, in general, towards Iceland?

| Answers | Count | Pct. % | Conf. lim +/- |
|-------------------------------|-------|--------|---------------|
| Very positive | 234 | 23,7% | 2,6% |
| Somewhat positive | 313 | 31,7% | 2,9% |
| Neither positive nor negative | 397 | 40,1% | 3,1% |
| Somewhat negative | 32 | 3,3% | 1,1% |
| Very negative | 13 | 1,3% | 0,7% |
| Count | 990 | 100,0% | |
| Answered | 990 | 96,6% | |
| Did not answer | 35 | 3,4% | |
| Count | 1025 | 100,0% | |
| Asked* | 1025 | 100,0% | |
| Not asked | 0 | 0,0% | |
| Number of respondents | 1025 | 100,0% | |



Comparison between means



■ Very somewhat positive
■ Neither positive nor negative
■ Very somewhat negative

*Asked: Everyone.
**GfK Survey

| | | Very positive | Somewhat positive | Neither positive nor negative | Somewhat negative | Very negative | Count | Mean | Confidence interval |
|-------------------------------|--------------------------------------|---------------|-------------------|-------------------------------|-------------------|---------------|-------|------|---------------------|
| Total | Total | 23,7% | 31,7% | 40,1% | 3,3% | 1,3% | 990 | 3,7 | 0,1 |
| Gender | Male | 24,0% | 34,4% | 36,6% | 2,9% | 2,1% | 477 | 3,8 | 0,1 |
| | Female | 23,3% | 29,1% | 43,4% | 3,6% | 0,6% | 513 | 3,7 | 0,1 |
| Age | 18-19 years | 22,1% | 26,3% | 51,7% | | | 18 | 3,7 | 0,4 |
| | 20-29 years | 13,7% | 34,6% | 47,2% | 1,9% | 2,6% | 131 | 3,5 | 0,1 |
| | 30-39 years | 17,3% | 34,5% | 41,9% | 5,0% | 1,2% | 149 | 3,6 | 0,1 |
| | 40-49 years | 24,2% | 34,4% | 38,7% | 1,0% | 1,7% | 203 | 3,8 | 0,1 |
| | 50 years plus | 28,1% | 29,1% | 37,8% | 4,2% | 0,9% | 489 | 3,8 | 0,1 |
| Life cycle | Single | 20,5% | 30,5% | 42,9% | 4,1% | 1,9% | 239 | 3,6 | 0,1 |
| | Married | 25,0% | 34,3% | 36,8% | 2,6% | 1,3% | 413 | 3,8 | 0,1 |
| | Partnersh after life partnership law | 28,8% | 36,7% | 29,0% | 5,5% | | 18 | 3,9 | 0,5 |
| | With Partner/in living together | 23,3% | 34,8% | 37,6% | 2,7% | 1,6% | 128 | 3,8 | 0,2 |
| | Separated living | 44,0% | 29,1% | 27,0% | | | 31 | 4,2 | 0,3 |
| | Divorced | 18,7% | 25,0% | 51,8% | 3,7% | 0,8% | 107 | 3,6 | 0,2 |
| | Widowed | 28,0% | 22,4% | 46,3% | 3,3% | | 48 | 3,8 | 0,3 |
| Other | | 22,0% | 51,1% | 26,9% | | 7 | 3,0 | 0,8 | |
| Urban/rural | Less than 2.000 inhabitants | 21,0% | 32,6% | 38,3% | 4,9% | 3,2% | 81 | 3,6 | 0,2 |
| | 2.000 - 5.000 | 25,2% | 38,9% | 35,0% | 0,9% | | 84 | 3,9 | 0,2 |
| | 5.000 - 10.000 | 21,7% | 26,4% | 45,1% | 5,3% | 1,5% | 110 | 3,6 | 0,2 |
| | 10.000 - 20.000 | 31,3% | 27,8% | 36,7% | 2,9% | 1,2% | 110 | 3,9 | 0,2 |
| | 20.000 - 50.000 | 22,1% | 37,1% | 36,6% | 3,0% | 1,2% | 154 | 3,8 | 0,1 |
| | 50.000 - 100.000 | 22,4% | 32,1% | 39,6% | 4,8% | 1,1% | 102 | 3,7 | 0,2 |
| | 100.000 - 200.000 | 19,6% | 35,5% | 40,4% | 3,0% | 1,5% | 79 | 3,7 | 0,2 |
| | 200.000 - 500.000 | 30,9% | 23,1% | 41,3% | 4,0% | 0,7% | 102 | 3,8 | 0,2 |
| | 500.000 - 1.000.000 | 19,9% | 33,0% | 44,0% | | 3,1% | 80 | 3,7 | 0,2 |
| 1.000.000 or more inhabitants | 20,2% | 30,5% | 46,2% | 3,1% | | 87 | 3,7 | 0,2 | |

GERMANY

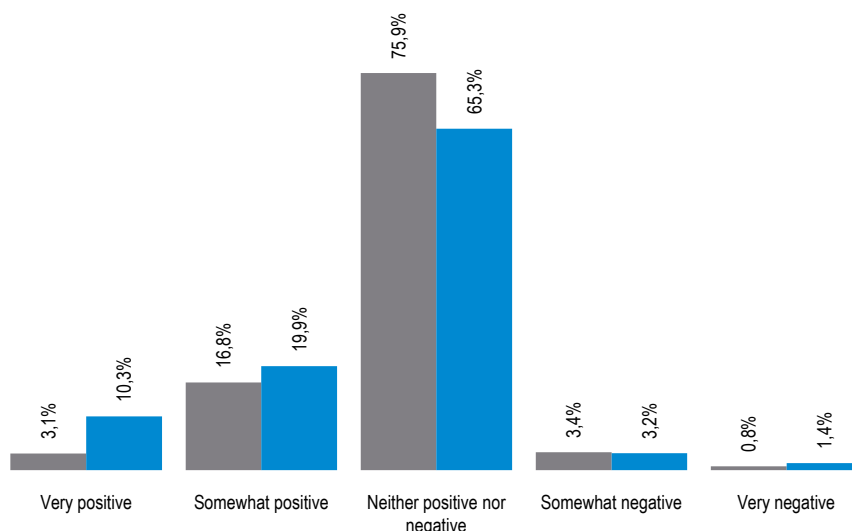
How positive or negative are you, in general, towards Iceland? 2nd part

| | | Very positive | Somewhat positive | Neither positive nor negative | Somewhat negative | Very negative | Count | Mean | Confidence interval |
|-----------------|------------------------|---------------|-------------------|-------------------------------|-------------------|---------------|-------|------|---------------------|
| Total | Total | 23,7% | 31,7% | 40,1% | 3,3% | 1,3% | 990 | 3,7 | 0,1 |
| Region | Schleswig-Holstein | 28,3% | 38,2% | 30,2% | | 3,4% | 35 | 3,9 | 0,3 |
| | Hamburg | 18,7% | 36,6% | 41,3% | 3,5% | | 20 | 3,7 | 0,4 |
| | Niedersachsen | 25,1% | 33,8% | 35,4% | 5,7% | | 97 | 3,8 | 0,2 |
| | Bremen | 36,7% | 39,2% | 24,0% | | | 6 | 4,1 | 0,9 |
| | Nordrhein-Westfalen | 20,6% | 33,8% | 42,0% | 2,2% | 1,5% | 218 | 3,7 | 0,1 |
| | Hessen | 22,4% | 30,4% | 41,2% | 1,3% | 4,7% | 71 | 3,6 | 0,2 |
| | Rheinland-Pfalz | 20,3% | 24,8% | 53,1% | 1,8% | | 48 | 3,6 | 0,2 |
| | Baden-Württemberg | 27,9% | 30,7% | 36,3% | 3,9% | 1,2% | 124 | 3,8 | 0,2 |
| | Bayern | 22,7% | 34,7% | 37,0% | 3,7% | 2,0% | 145 | 3,7 | 0,2 |
| | Saarland | 32,9% | 31,4% | 35,7% | | | 12 | 4,0 | 0,6 |
| | Berlin | 19,6% | 22,0% | 58,5% | | | 40 | 3,6 | 0,3 |
| | Brandenburg | 26,3% | 35,1% | 38,6% | | | 34 | 3,9 | 0,3 |
| | Mecklenburg-Vorpommern | 18,4% | 25,6% | 34,6% | 17,5% | 3,9% | 24 | 3,4 | 0,5 |
| | Sachsen | 23,9% | 22,7% | 46,8% | 6,6% | | 58 | 3,6 | 0,2 |
| | Sachsen-Anhalt | 28,9% | 26,5% | 41,5% | 3,2% | | 30 | 3,8 | 0,3 |
| | Thüringen | 29,4% | 36,6% | 31,8% | 2,2% | | 28 | 3,9 | 0,3 |
| Visited Iceland | Yes | 62,9% | 26,3% | 10,8% | | | 47 | 4,5 | 0,2 |
| | No | 21,7% | 31,9% | 41,6% | 3,4% | 1,4% | 943 | 3,7 | 0,1 |

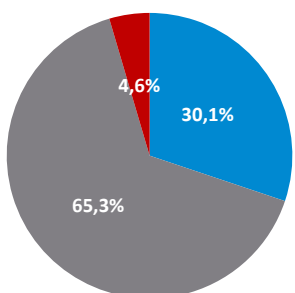
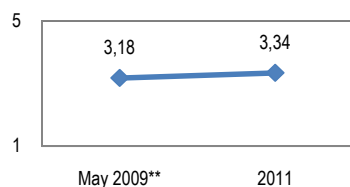
GERMANY

How positive or negative are you towards Icelandic products, services and brands?

| Answers | Count | Pct. % | Conf. lim +/- |
|-------------------------------|-------|--------|---------------|
| Very positive | 89 | 10,3% | 2,0% |
| Somewhat positive | 171 | 19,9% | 2,7% |
| Neither positive nor negative | 563 | 65,3% | 3,2% |
| Somewhat negative | 28 | 3,2% | 1,2% |
| Very negative | 12 | 1,4% | 0,8% |
| Count | 863 | 100,0% | |
| Answered | 863 | 84,2% | |
| Did not answer | 162 | 15,8% | |
| Count | 1025 | 100,0% | |
| Asked* | 1025 | 100,0% | |
| Not asked | 0 | 0,0% | |
| Number of respondents | 1025 | 100,0% | |



Comparison between means



■ Very somewhat positive
■ Neither positive nor negative
■ Very somewhat negative

*Asked: Everyone.
**GfK Survey

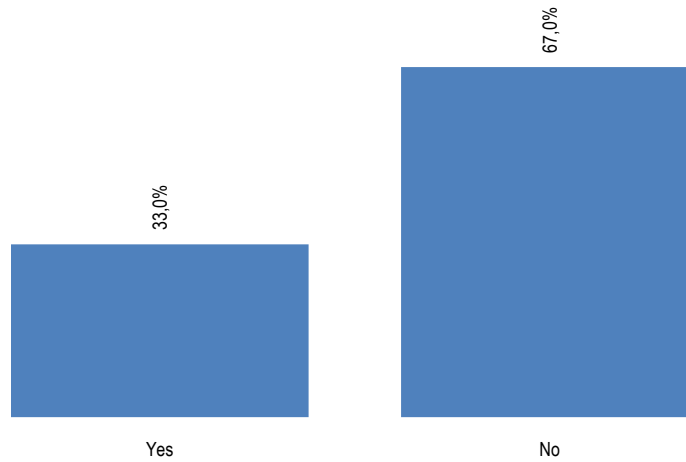
| | | Very positive | Somewhat positive | Neither positive nor negative | Somewhat negative | Very negative | Count | Mean | Confidence interval |
|-------------------------------|--------------------------------------|---------------|-------------------|-------------------------------|-------------------|---------------|-------|------|---------------------|
| Total | Total | 10,3% | 19,9% | 65,3% | 3,2% | 1,4% | 863 | 3,3 | 0,1 |
| Gender | Male | 10,7% | 21,8% | 62,1% | 3,5% | 1,8% | 425 | 3,4 | 0,1 |
| | Female | 9,8% | 18,0% | 68,4% | 2,9% | 0,9% | 438 | 3,3 | 0,1 |
| Age | 18-19 years | 4,5% | 20,6% | 74,9% | | | 17 | 3,3 | 0,3 |
| | 20-29 years | 3,6% | 15,0% | 75,9% | 4,6% | 0,9% | 112 | 3,2 | 0,1 |
| | 30-39 years | 5,7% | 23,8% | 66,4% | 2,8% | 1,4% | 133 | 3,3 | 0,1 |
| | 40-49 years | 13,3% | 19,2% | 64,2% | 1,6% | 1,7% | 173 | 3,4 | 0,1 |
| | 50 years plus | 12,5% | 20,2% | 62,2% | 3,8% | 1,4% | 428 | 3,4 | 0,1 |
| Life cycle | Single | 6,5% | 17,8% | 69,8% | 5,1% | 0,9% | 210 | 3,2 | 0,1 |
| | Married | 12,9% | 20,4% | 62,9% | 2,4% | 1,4% | 355 | 3,4 | 0,1 |
| | Partnersh after life partnership law | 14,5% | 34,1% | 40,8% | 6,8% | 3,8% | 14 | 3,5 | 0,6 |
| | With Partner/in living together | 10,9% | 24,1% | 62,9% | 2,2% | | 118 | 3,4 | 0,1 |
| | Separated living | 19,8% | 6,5% | 69,5% | | 4,3% | 25 | 3,4 | 0,4 |
| | Divorced | 6,0% | 16,5% | 72,2% | 3,5% | 1,8% | 92 | 3,2 | 0,1 |
| | Widowed | 8,8% | 24,3% | 59,2% | 4,0% | 3,7% | 44 | 3,3 | 0,3 |
| Other | | 17,6% | 82,4% | | | 5 | 3,2 | 0,6 | |
| Urban/rural | Less than 2.000 inhabitants | 6,7% | 17,3% | 73,5% | | 2,5% | 68 | 3,3 | 0,2 |
| | 2.000 - 5.000 | 12,6% | 22,8% | 60,0% | 3,6% | 0,9% | 76 | 3,4 | 0,2 |
| | 5.000 - 10.000 | 13,1% | 18,3% | 62,2% | 3,2% | 3,3% | 93 | 3,3 | 0,2 |
| | 10.000 - 20.000 | 8,5% | 22,8% | 64,3% | 4,4% | | 97 | 3,4 | 0,1 |
| | 20.000 - 50.000 | 8,9% | 22,9% | 63,4% | 2,3% | 2,4% | 135 | 3,3 | 0,1 |
| | 50.000 - 100.000 | 8,3% | 17,6% | 70,3% | 3,9% | | 94 | 3,3 | 0,1 |
| | 100.000 - 200.000 | 8,0% | 18,0% | 72,5% | 1,5% | | 66 | 3,3 | 0,2 |
| | 200.000 - 500.000 | 14,0% | 15,4% | 64,9% | 5,6% | | 92 | 3,4 | 0,2 |
| | 500.000 - 1.000.000 | 11,2% | 16,9% | 64,2% | 6,1% | 1,6% | 66 | 3,3 | 0,2 |
| 1.000.000 or more inhabitants | 11,5% | 24,4% | 60,7% | 0,9% | 2,5% | 77 | 3,4 | 0,2 | |

GERMANY

How positive or negative are you towards ... Icelandic products, services and brands? 2nd part

| | | Very positive | Somewhat positive | Neither positive nor negative | Somewhat negative | Very negative | Count | Mean | Confidence interval |
|--------|------------------------|---------------|-------------------|-------------------------------|-------------------|---------------|-------|------|---------------------|
| Total | Total | 10,3% | 19,9% | 65,3% | 3,2% | 1,4% | 863 | 3,3 | 0,1 |
| Region | Schleswig-Holstein | 14,9% | 21,1% | 64,0% | | | 32 | 3,5 | 0,3 |
| | Hamburg | 12,5% | 18,4% | 60,9% | 8,2% | | 17 | 3,4 | 0,4 |
| | Niedersachsen | 11,9% | 25,7% | 60,4% | 2,1% | | 84 | 3,5 | 0,2 |
| | Bremen | 61,3% | 19,3% | 19,3% | | | 4 | 4,4 | 2,0 |
| | Nordrhein-Westfalen | 8,9% | 24,1% | 62,7% | 3,3% | 1,0% | 189 | 3,4 | 0,1 |
| | Hessen | 5,0% | 16,0% | 72,6% | 4,8% | 1,6% | 64 | 3,2 | 0,2 |
| | Rheinland-Pfalz | 2,0% | 14,7% | 83,2% | | | 44 | 3,2 | 0,1 |
| | Baden-Württemberg | 10,3% | 15,0% | 68,8% | 5,2% | 0,7% | 107 | 3,3 | 0,1 |
| | Bayern | 8,7% | 25,7% | 58,5% | 3,8% | 3,3% | 121 | 3,3 | 0,1 |
| | Saarland | 32,9% | 5,1% | 56,9% | | 5,1% | 10 | 3,6 | 0,8 |
| | Berlin | 8,8% | 12,7% | 75,6% | | 2,9% | 38 | 3,2 | 0,2 |
| | Brandenburg | 18,9% | 13,4% | 64,6% | | 3,0% | 31 | 3,5 | 0,3 |
| | Mecklenburg-Vorpommern | 5,3% | 22,5% | 62,8% | | 9,4% | 17 | 3,1 | 0,5 |
| | Sachsen | 8,5% | 17,4% | 71,0% | 3,1% | | 51 | 3,3 | 0,2 |
| | Sachsen-Anhalt | 16,4% | 19,8% | 55,5% | 8,3% | | 28 | 3,4 | 0,3 |
| | Thüringen | 16,7% | 8,5% | 70,6% | 4,2% | | 26 | 3,4 | 0,3 |
| | Visited Iceland | Yes | 35,6% | 29,0% | 32,3% | 3,2% | | 43 | 4,0 |
| | No | 8,9% | 19,4% | 67,0% | 3,2% | 1,4% | 820 | 3,3 | 0,1 |

| Answers | Count | Pct. % | Conf. lim +/- |
|-----------------------|-------|--------|---------------|
| Yes | 339 | 33,0% | 2,9% |
| No | 686 | 67,0% | 2,9% |
| Count | 1025 | 100,0% | |
| Answered | 1025 | 100,0% | |
| Did not answer | 0 | 0,0% | |
| Count | 1025 | 100,0% | |
| Asked* | 1025 | 100,0% | |
| Not asked | 0 | 0,0% | |
| Number of respondents | 1025 | 100,0% | |



| | | Yes | No | Count |
|-------------------------------|--------------------------------------|-------|-------|-------|
| Total | Total | 33,0% | 67,0% | 1025 |
| Gender | Male | 38,5% | 61,5% | 494 |
| | Female | 28,0% | 72,0% | 531 |
| Age | 18-19 years | 42,0% | 58,0% | 21 |
| | 20-29 years | 25,8% | 74,2% | 144 |
| | 30-39 years | 27,4% | 72,6% | 154 |
| | 40-49 years | 34,0% | 66,0% | 209 |
| | 50 years plus | 36,1% | 63,9% | 497 |
| Life cycle | Single | 27,1% | 72,9% | 255 |
| | Married | 32,7% | 67,3% | 423 |
| | Partnersh after life partnership law | 33,7% | 66,3% | 18 |
| | With Partner/in living together | 43,1% | 56,9% | 130 |
| | Separated living | 51,8% | 48,2% | 31 |
| | Divorced | 31,8% | 68,2% | 110 |
| | Widowed | 34,9% | 65,1% | 48 |
| Other | 14,0% | 86,0% | 10 | |
| Urban/rural | Less than 2.000 inhabitants | 25,0% | 75,0% | 84 |
| | 2.000 - 5.000 | 44,6% | 55,4% | 90 |
| | 5.000 - 10.000 | 34,7% | 65,3% | 114 |
| | 10.000 - 20.000 | 32,8% | 67,2% | 113 |
| | 20.000 - 50.000 | 30,3% | 69,7% | 159 |
| | 50.000 - 100.000 | 34,4% | 65,6% | 106 |
| | 100.000 - 200.000 | 24,2% | 75,8% | 83 |
| | 200.000 - 500.000 | 37,4% | 62,6% | 106 |
| 500.000 - 1.000.000 | 30,4% | 69,6% | 83 | |
| 1.000.000 or more inhabitants | 36,1% | 63,9% | 89 | |

*Asked: Everyone.

**The entire question: Can you think of any products, services or brands which originate from the country Iceland or you associate with Iceland? (Please write the name of the products, services or brands in the box below. If you can't think of any please write ?none?.)

GERMANY

When you think about Iceland what comes into your mind? 2nd part

| | | Yes | No | Count |
|-----------------|------------------------|-------|-------|-------|
| Total | Total | 33,0% | 67,0% | 1025 |
| Region | Schleswig-Holstein | 45,2% | 54,8% | 37 |
| | Hamburg | 25,5% | 74,5% | 21 |
| | Niedersachsen | 35,4% | 64,6% | 103 |
| | Bremen | 32,2% | 67,8% | 8 |
| | Nordrhein-Westfalen | 34,6% | 65,4% | 225 |
| | Hessen | 31,7% | 68,3% | 75 |
| | Rheinland-Pfalz | 16,8% | 83,2% | 49 |
| | Baden-Württemberg | 38,0% | 62,0% | 127 |
| | Bayern | 32,1% | 67,9% | 147 |
| | Saarland | 64,5% | 35,5% | 12 |
| | Berlin | 32,6% | 67,4% | 41 |
| | Brandenburg | 36,3% | 63,7% | 34 |
| | Mecklenburg-Vorpommern | 28,3% | 71,7% | 24 |
| | Sachsen | 29,2% | 70,8% | 58 |
| | Sachsen-Anhalt | 21,0% | 79,0% | 33 |
| | Thüringen | 26,3% | 73,7% | 30 |
| | | Yes | 66,5% | 33,5% |
| Visited Iceland | No | 31,4% | 68,6% | 978 |

All that was mentioned if yes in question Q4

Brands, products and services

- 66 North, Blue Lagoon, Alafoss
- 66 North, E-label
- Aluminium, schafwolle
- Angelreisen
- auf antrieb KEINE
- außer den Island Pferden fällt mir da nichts ein, vielleicht noch was mit Fisch oder so
- Bank (4)
- Bank of Island
- Bank of island
- Banken (10)
- Bankenkrise (2)
- Bankgeschäfte
- Bekleidung, Fischspezialitäten
-
- Berühmte Schriftsteller, Rocksängerin, Spezifische Marken und Services sind mir nicht bekannt, ausser der Kaupthet-Bank, die aber für Island viel zu groß und auch nicht passend ist.
- Bier (2)
- Björk (5)
- Black Death, Viking Export
- Blaue Lagune
- Briefmarken
- buchts
- Butter (17)
- butter banken abzocke von der eu durch island - geringer steuersatz - steuerhinterziehung
- Butter Schafsfleisch
- Butter wHISKY
- Butter, Tee
- Butter, Wolle
- Butter, Wolle
- Butter,Spirituosen
-
- Butter,Urlaub, Islandpferde, Geysir, Finanzkrise,Bankprobleme
- Butter,Wolle
- daunen , ponys
-
- Der Strom in Island wird zum Großteil aus regenerativen Energiequellen erzeugt. Das halte ich für sehr positiv. Ansonsten ist mir fast nichts zu isländischen Produkten oder Marken bekannt.
- die Fluglinie icelandair, die Islandpferde, viele verschiedene Tourismusangebote
- Die Ponies.
- diverse
- Diverse Fischprodukte,betrügerische Kaupting-Bankangebote, völlig überbeuerte Reiseangebote
- Edda
- Energie
- Energie aus regenerativen Quellen
- Erlingsson Naturreisen, Strickwaren, Schnaps
- es fällt mir nichts ein
- Essen un strand. Lokale Art
- Eve Online
- Eve online - mmorpg
- Eyafjallajökyl,
- Filmkulissen
- Finanzdienstleister
- Fisch (27)
- fisch ,textilien
- Fisch aus Island
- Fisch in allen Variationen
- Fisch und Handballspieler
- Fisch, Bankdienstleistungen
- Fisch, Hotel Blue Lagoon,
- Fisch, Kaviar, Gletscherschmelzwasser, Geothermiekraftwerk-Bedarf, Kobold-Verscheucher?
- Fisch, Schafwolle
- Fischdie und die Pleite Bank
- Fische Finanzdienstleistungen
- Fische und anderes Meeresgetier
- fische, strom
- fischefang
- Fischeprodukte,schmuck
- Fischereierzeugnisse
- Fischereiprodukte
- Fischereiprodukte, Tourismus
- Fischfang
- FischKrabben Tiefdruckgebiete
- Fischprodukte (3)
- Fischprodukten
- fjorde,gute politik
- fleisch und obst
- Fluggesellschaft
- FUNFLOO
- Fußball
- Geothermie
- gerigold
- getrockneter Fisch, frischer Fisch, Musik
- Geysirbad
- günstige Zinsen bei den Banken
- gute Pferde, faule Kredite
-
- habe keine Erfahrung mit isländischen Produkten, ausser dass die Isländer eine Gattung für sich sind und sich gut reiten lassen
- Haldor Laxness,
- halspastillen und island moos

All that was mentioned if yes in question Q4

Brands, products and services

- Handball
- Hákarl
- hákarl ("vergammeltes" Eishai-Fleisch)
- Hering
- Holz?
- Hustenbonbons
- Iceland Air (Fluggesellschaft)
- Icelandair (3)
- Icelandair, Pferde und Islandpulis
- Irische Butter, Reisen
- IRischebutter
- irish coffee, Telefonmaketing
- isbank
- Isla Moos (2)
- Island air
- Island Krabben
- island moos (halspastillen)
- island pferde
- Island Ponys (4)
- Island Sushi, Fischkonserven
- Islandair
- Island-Air
- Isländichen Aquawitt
- Isländisch moos (5)
- isländisch Moos???
- Isländische Butter
- Isländische Butter
- Isländische Butter Wiskey
- isländische Musik wie von Björk
- Isländische Nuten? Keine Ahnung, Island hat etwa den Wichtigkeitsfaktor von Afghanistan: 0. Zero. Niente.
-
- isländisches geothermischen badesalz, islandmoos für suppen
- islandmoos
- Islandpferd, Islandwolle
- Islandpferde (2)
- Island-Pferde
- Islandpferde, Schafwolle, Islandmoos, Schurwollepullover / -produkte, Urlaub,
- Islandponies
- Island-Ponny
- Islandponnys
- Island-Pony
- Islandponys (3)
- Island-Ponys
- Islandponys, Strickpullover, Emiliana Torrini
- Islandwolle (Islandpullover)
- Islandwolle, Pullover
- ist mir momentan nichts bekannt
- ja
- Ja die Banken :)
- jack wolfskin
- Kabeljau, Nobelpreisträger, Schafwolle
- Kabeljau, Wollwaren
- kaergarden
- käse (2)
- kaupthing bank
- kaupthing edge bank
- Kerrygold, die Butter
- kill kenny guinnes
- kiwi
- Kleidung
- kleidung fisch
- kleine Pferde Ponys
- kolping bank
- Kosmetik Blue Lagoon, Wollartikel
- krimis
- Kunsthandwerk, Fisch, Trockenfisch
- Lachs (3)
- Lachs Lammfleisch Krabben
-
- Lachs, Rejer, Lamm - heiße Quellen - problematische Wirtschaft, wichtiger: "geistige Produkte", Geschichte, Sprache, Kunst, Kultur
- Lammkeulen
- Landsbanki, Kaupthing Bank
- Landwirtschaft
- landwirtschaftliche erzeugnisse
- Landwirtschaftliche Produkte, CallCenter
- lavagestein
- Lebensmittelprodukze
- Leider nur Krimi Autoren, die sind aber wirklich super
- LKW transporte,
- Makrelen, Aluminium,
-
- Mensch habe falsch gelesen natürlich kenne ich ISLAND !!!
- Assoziationen wären: Insel, dunkel, ländliche IdylleProdukte kenne ich spontan keine und Dienstleistungen wären sicherlich Holz und Pferdebetriebe
- Mi fällt z. Zeit nichts ein, keine
- Mineralwasser
- Molkerei
- Moose
- naturmoos
- Nordic Mobile Telephone, banken
- Nordic Stores
- Norwegerpullover
- obst gemüse
- Ohne label: Wollpullover, handgestrickt; Schnitzereien

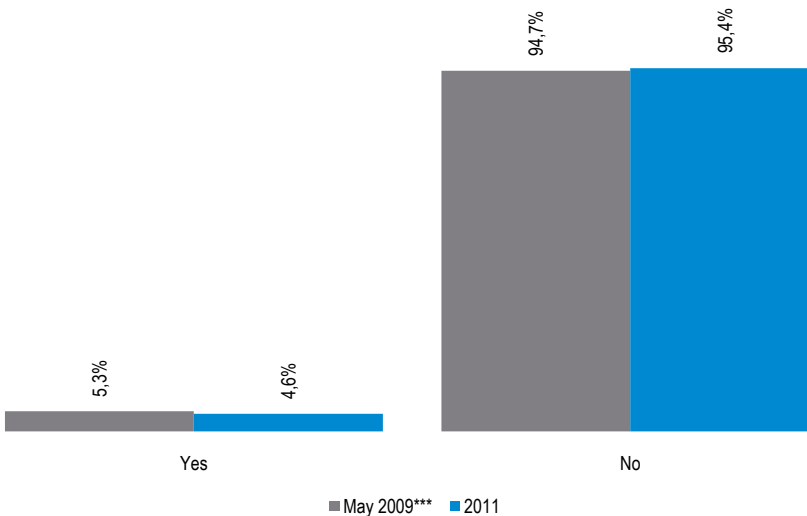
All that was mentioned if yes in question Q4

Brands, products and services

- Pferde (4)
- Pferde, Schafe, Wolle, Outdoorurlaub
- Pleiteaktien
- Ponies
- Ponys (3)
- ponys,fisch
- Pullover (3)
- Pullover, ?
- Pullover, Schurwolle
- Reisen
- Rentier fleich
- rindfleisch
- rundreisen, geysire, natur
- Ryan Air
- Salatsossen,
- Saubere Emernie , Fischfang - leider auch Walfang
- Schaf-und Pferdezucht
- Schafe (2)
- schaffleisch
- Schaffwollpullover. Ich wäre aber neugierig auf viele weitere isländische Produkte
- Schafwolle
- für so ein kleines Land erste europäische Demokratie nach Lösung von Dänemark
- Schafwolle, Fischerei, Lachsprodukte, Pferdeprodukte
- Schafwolle, Pullover, Pferde, Felle,
- Schafwolle. Whiskey. Brandy. Dunkles Bier.
- schiffahrten ponies
- Schinken
- Schmuck aus Lavagestein
- Schriftsteller Haldor Laxness
- seelachs
- Seelachs,Salzheringe ,Pferde
- Seinerzeit Werbung für hohe Anlagezinsen
- Shetland Pullover
- Sigur Ros, Björk
- spontan fällt mir nichts ein
- Stockfisch, Pferde
- Stockfisch; Brantwein; Island-Moos
- Stührk-Isländischer Caviar
- Tee
- Textilien, Wollprodukte, Kunst, Musik
- Thermalbad
- Tierzucht,Kosmetik,Fisch,
- TK-Fisch
- Tourismus (5)
- Tourismus, Fischfang und -verarbeitung
- Tourismus, Meeresfrüchte
- trekking touren
- Trockenfisch (2)
- trockenfisch udn pferde
- Trockenfisch, Islandmoos
- tropical island
- Urlaub (3)
- Urlaub, warme Quellen
- Urlaubsangebote
- URLAUBSREISEN
- Viehzucht
- walfleisch
- Wasser
- Wein
- Whisky (3)
- Wolle (4)
- Wolle Käse
- Wolle, Fisch, Holz,
- Wolle, Kleidung, Walfisch
- wolle, musik
- Wolle, Whiskey
- Wolle,Fleisch,Fisch
- Wollpullover
- Wollsachen

GERMANY
Have you ever visited Iceland?*

| Answers | Count | Pct. % | Conf. lim +/- |
|-----------------------|-------|--------|---------------|
| Yes | 47 | 4,6% | 1,3% |
| No | 978 | 95,4% | 1,3% |
| Count | 1025 | 100,0% | |
| Answered | 1025 | 100,0% | |
| Did not answer | 0 | 0,0% | |
| Count | 1025 | 100,0% | |
| Asked* | 1025 | 100,0% | |
| Not asked | 0 | 0,0% | |
| Number of respondents | 1025 | 100,0% | |


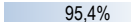

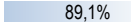

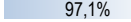

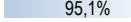

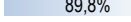

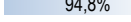

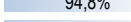
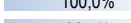

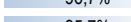

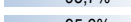

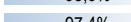

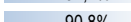

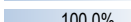
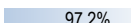

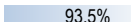

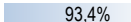




| | | Yes | No | Count |
|-------------------------------|--------------------------------------|-------|--------|-------|
| Total | Total | 4,6% | 95,4% | 1025 |
| Gender | Male | 5,4% | 94,6% | 494 |
| | Female | 3,8% | 96,2% | 531 |
| Age | 18-19 years | 5,8% | 94,2% | 21 |
| | 20-29 years | 3,8% | 96,2% | 144 |
| | 30-39 years | 5,2% | 94,8% | 154 |
| | 40-49 years | 3,0% | 97,0% | 209 |
| | 50 years plus | 5,3% | 94,7% | 497 |
| Life cycle | Single | 2,5% | 97,5% | 255 |
| | Married | 6,0% | 94,0% | 423 |
| | Partnersh after life partnership law | 8,8% | 91,2% | 18 |
| | With Partner/in living together | 6,1% | 93,9% | 130 |
| | Separated living | 4,9% | 95,1% | 31 |
| | Divorced | 1,7% | 98,3% | 110 |
| | Widowed | 5,7% | 94,3% | 48 |
| | Other | | 100,0% | 10 |
| Urban/rural | Less than 2.000 inhabitants | 3,7% | 96,3% | 84 |
| | 2.000 - 5.000 | 2,8% | 97,2% | 90 |
| | 5.000 - 10.000 | 3,3% | 96,7% | 114 |
| | 10.000 - 20.000 | 10,5% | 89,5% | 113 |
| | 20.000 - 50.000 | 4,0% | 96,0% | 159 |
| | 50.000 - 100.000 | 3,9% | 96,1% | 106 |
| | 100.000 - 200.000 | 3,5% | 96,5% | 83 |
| | 200.000 - 500.000 | 4,8% | 95,2% | 106 |
| | 500.000 - 1.000.000 | 4,1% | 95,9% | 83 |
| 1.000.000 or more inhabitants | 4,6% | 95,4% | 89 | |

*Asked: Everyone.

**The entire question: Have you ever visited Iceland? This includes business trips, personal visits and any other visits, regardless of length and purpose.

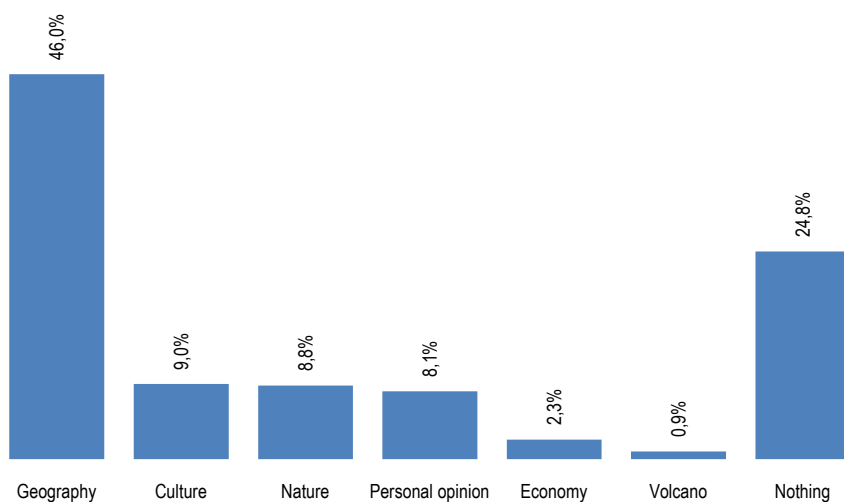
***GfK Survey

| | | | Yes | No | Count |
|--------|------------------------|--|-------|---|-------|
| Total | Total |  | 4,6% |  | 1025 |
| Region | Schleswig-Holstein |  | 10,9% |  | 37 |
| | Hamburg |  | 2,9% |  | 21 |
| | Niedersachsen |  | 4,9% |  | 103 |
| | Bremen |  | 10,2% |  | 8 |
| | Nordrhein-Westfalen |  | 5,2% |  | 225 |
| | Hessen |  | 5,2% |  | 75 |
| | Rheinland-Pfalz | | |  | 49 |
| | Baden-Württemberg |  | 3,3% |  | 127 |
| | Bayern |  | 4,3% |  | 147 |
| | Saarland |  | 4,4% |  | 12 |
| | Berlin |  | 2,6% |  | 41 |
| | Brandenburg |  | 9,2% |  | 34 |
| | Mecklenburg-Vorpommern | | |  | 24 |
| | Sachsen |  | 2,8% |  | 58 |
| | Sachsen-Anhalt |  | 6,5% |  | 33 |
| | Thüringen |  | 6,6% |  | 30 |

GERMANY

When you think about REYKJAVÍK what comes into your mind?* (Mentioned first)**

| Answers | Count | Pct. % | Conf. lim +/- |
|------------------------------|-------------|---------------|---------------|
| Geography | 469 | 46,0% | 3,1% |
| Culture | 92 | 9,0% | 1,8% |
| Nature | 90 | 8,8% | 1,7% |
| Personal opinion | 83 | 8,1% | 1,7% |
| Economy | 24 | 2,3% | 0,9% |
| Volcano | 9 | 0,9% | 0,6% |
| Nothing | 253 | 24,8% | 2,7% |
| Count | 1019 | 100,0% | |
| Answered | 1019 | 99,4% | |
| Did not answer | 6 | 0,6% | |
| Count | 1025 | 100,0% | |
| Asked* | 1025 | 100,0% | |
| Not asked | 0 | 0,0% | |
| Number of respondents | 1025 | 100,0% | |



| | | Geography | Culture | Nature | Personal opinion | Economy | Volcano | Nothing | Count |
|-------------------------------|--------------------------------------|-----------|---------|--------|------------------|---------|---------|---------|-------|
| Total | Total | 46,0% | 9,0% | 8,8% | 8,1% | 2,3% | 0,9% | 24,8% | 1019 |
| Gender | Male | 45,6% | 9,3% | 9,6% | 8,8% | 4,0% | 1,0% | 21,8% | 493 |
| | Female | 46,4% | 8,7% | 8,0% | 7,5% | 0,7% | 0,9% | 27,7% | 526 |
| Age | 18-19 years | 30,9% | 3,7% | 10,4% | 18,7% | 14,2% | | 22,2% | 21 |
| | 20-29 years | 45,0% | 5,0% | 5,9% | 7,3% | 3,0% | 0,7% | 33,1% | 142 |
| | 30-39 years | 45,4% | 9,4% | 4,0% | 10,1% | 1,2% | 1,3% | 28,6% | 153 |
| | 40-49 years | 43,8% | 9,1% | 11,1% | 4,9% | 2,2% | 1,3% | 27,5% | 208 |
| | 50 years plus | 48,1% | 10,2% | 10,1% | 8,6% | 2,1% | 0,7% | 20,2% | 494 |
| Life cycle | Single | 44,0% | 8,5% | 5,8% | 7,6% | 3,0% | 0,7% | 30,3% | 254 |
| | Married | 48,2% | 8,2% | 10,4% | 8,8% | 2,7% | 0,4% | 21,2% | 418 |
| | Partnersh after life partnership law | 33,3% | 15,1% | 10,2% | 17,4% | | | 5,6% | 18 |
| | With Partner/in living together | 51,1% | 9,4% | 6,7% | 7,3% | 2,8% | 2,3% | 20,5% | 130 |
| | Separated living | 43,6% | 17,2% | 5,7% | 3,6% | | | 29,9% | 31 |
| | Divorced | 43,5% | 8,5% | 12,0% | 8,1% | | 0,8% | 27,1% | 109 |
| | Widowed | 43,7% | 7,7% | 5,9% | 8,1% | 2,8% | 2,1% | 29,7% | 48 |
| Other | 5,7% | 26,1% | 27,7% | | | | 40,6% | 10 | |
| Urban/rural | Less than 2.000 inhabitants | 44,0% | 6,9% | 9,6% | 8,4% | | | 31,1% | 84 |
| | 2.000 - 5.000 | 38,3% | 14,7% | 7,7% | 7,2% | 4,2% | | 27,9% | 90 |
| | 5.000 - 10.000 | 50,2% | 6,6% | 11,6% | 4,7% | 2,6% | 0,7% | 23,6% | 114 |
| | 10.000 - 20.000 | 35,3% | 6,4% | 11,1% | 7,6% | 1,5% | 1,6% | 36,5% | 111 |
| | 20.000 - 50.000 | 44,5% | 11,0% | 11,1% | 8,9% | 4,0% | 1,2% | 19,5% | 157 |
| | 50.000 - 100.000 | 49,5% | 10,1% | 5,2% | 9,6% | 3,2% | | 22,5% | 105 |
| | 100.000 - 200.000 | 48,0% | 13,0% | 10,2% | 3,4% | 2,2% | 2,4% | 20,7% | 83 |
| | 200.000 - 500.000 | 53,0% | 7,4% | 4,6% | 9,0% | 2,2% | | 23,8% | 106 |
| | 500.000 - 1.000.000 | 48,1% | 5,2% | 5,0% | 13,0% | 2,0% | 1,3% | 25,5% | 83 |
| 1.000.000 or more inhabitants | 50,3% | 8,4% | 9,9% | 9,7% | | 2,2% | 19,5% | 87 | |

*Asked: Everyone.

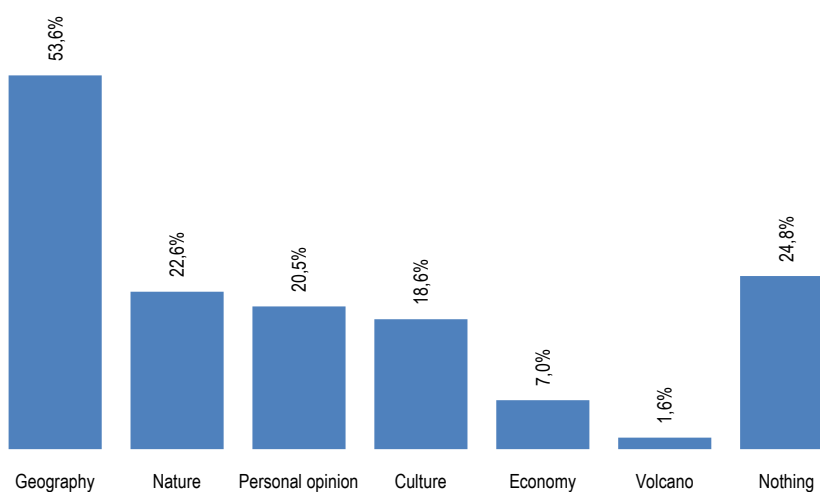
**The entire question: When you think about REYKJAVIK what comes into your mind? Please name up to 3 of the first things that come to mind when you think of the city of REYKJAVIK.

| | | Geography | Culture | Nature | Personal opinion | Economy | Volcano | Nothing | Count |
|---------|------------------------|-----------|---------|--------|------------------|---------|---------|---------|-------|
| Total | Total | 46,0% | 9,0% | 8,8% | 8,1% | 2,3% | 0,9% | 24,8% | 1019 |
| Region | Schleswig-Holstein | 35,4% | | 7,8% | 23,5% | | | 33,4% | 37 |
| | Hamburg | 44,9% | 6,2% | 17,9% | 10,1% | | | 20,9% | 21 |
| | Niedersachsen | 40,7% | 13,1% | 12,0% | 4,0% | 1,1% | 2,7% | 26,4% | 103 |
| | Bremen | 46,7% | 22,6% | | 15,8% | | | 14,9% | 8 |
| | Nordrhein-Westfalen | 46,9% | 7,8% | 7,6% | 10,1% | 5,5% | 0,4% | 21,7% | 222 |
| | Hessen | 47,8% | 5,2% | 2,0% | 9,7% | 1,0% | 4,0% | 30,4% | 74 |
| | Rheinland-Pfalz | 47,3% | 4,0% | 12,4% | 1,7% | 6,1% | | 28,4% | 49 |
| | Baden-Württemberg | 50,2% | 7,3% | 11,5% | 6,4% | 1,4% | | 23,3% | 127 |
| | Bayern | 47,6% | 9,2% | 9,8% | 8,3% | 0,6% | 1,1% | 23,3% | 146 |
| | Saarland | 53,7% | 24,1% | 4,4% | 4,4% | 4,4% | | 9,0% | 12 |
| | Berlin | 51,5% | 11,8% | 5,2% | 5,1% | | 2,7% | 23,7% | 41 |
| | Brandenburg | 45,6% | 10,4% | 14,0% | 11,4% | | | 18,7% | 34 |
| | Mecklenburg-Vorpommern | 33,6% | 21,7% | 3,7% | 7,3% | | | 33,8% | 24 |
| | Sachsen | 43,5% | 8,6% | 6,0% | 2,3% | 3,3% | | 36,4% | 57 |
| | Sachsen-Anhalt | 48,4% | 9,4% | 2,9% | 13,3% | | | 26,1% | 33 |
| | Thüringen | 41,9% | 15,6% | 14,7% | 5,8% | 5,9% | | 16,2% | 30 |
| Visited | Yes | 38,7% | 15,5% | 9,6% | 16,8% | 4,0% | | 15,4% | 47 |
| Iceland | No | 46,4% | 8,7% | 8,8% | 7,7% | 2,3% | 1,0% | 25,3% | 972 |

GERMANY

When you think about REYKJAVÍK what comes into your mind? ** (ALL that was mentioned)

| Answers | Count | Pct. % | Conf. lim +/- |
|------------------------------|-------------|---------------|---------------|
| Geography | 546 | 53,6% | 3,1% |
| Nature | 230 | 22,6% | 2,6% |
| Personal opinion | 209 | 20,5% | 2,5% |
| Culture | 190 | 18,6% | 2,4% |
| Economy | 71 | 7,0% | 1,6% |
| Volcano | 17 | 1,6% | 0,8% |
| Nothing | 253 | 24,8% | 2,7% |
| Count | 1019 | | |
| Answered | 1019 | 99,4% | |
| Did not answer | 6 | 0,6% | |
| Count | 1025 | 100,0% | |
| Asked* | 1025 | 100,0% | |
| Not asked | 0 | 0,0% | |
| Number of respondents | 1025 | 100,0% | |



| | | Geography | Nature | Personal opinion | Culture | Economy | Volcano | Nothing | Count | |
|-------------------------------|--------------------------------------|-----------|--------|------------------|---------|---------|---------|---------|-------|----|
| Total | Total | 53,6% | 22,6% | 20,5% | 18,6% | 7,0% | 1,6% | 24,8% | 1019 | |
| Gender | Male | 54,6% | 24,6% | 21,5% | 19,6% | 10,0% | 1,7% | 21,8% | 493 | |
| | Female | 52,7% | 20,7% | 19,5% | 17,7% | 4,2% | 1,6% | 27,7% | 526 | |
| Age | 18-19 years | 49,6% | 24,5% | 32,4% | 14,1% | 18,7% | | 22,2% | 21 | |
| | 20-29 years | 52,2% | 16,9% | 20,0% | 14,2% | 8,5% | 2,0% | 33,1% | 142 | |
| | 30-39 years | 53,5% | 15,3% | 16,2% | 19,2% | 3,2% | 2,0% | 28,6% | 153 | |
| | 40-49 years | 50,6% | 22,6% | 20,4% | 15,5% | 6,6% | 2,6% | 27,5% | 208 | |
| | 50 years plus | 55,5% | 26,4% | 21,5% | 21,3% | 7,4% | 1,1% | 20,2% | 494 | |
| Life cycle | Single | 51,2% | 20,9% | 17,9% | 15,8% | 6,1% | 1,4% | 30,3% | 254 | |
| | Married | 55,9% | 22,8% | 21,8% | 19,0% | 8,7% | 0,9% | 21,2% | 418 | |
| | Partnersh after life partnership law | 44,5% | 16,6% | 25,4% | 26,8% | | | 11,1% | 18,5% | 18 |
| | With Partner/in living together | 59,9% | 23,2% | 22,1% | 24,2% | 6,0% | 2,9% | 20,5% | 130 | |
| | Separated living | 43,6% | 20,7% | 20,7% | 20,0% | | | 29,9% | 31 | |
| | Divorced | 48,4% | 26,7% | 21,3% | 16,9% | 3,3% | 2,4% | 27,1% | 109 | |
| | Widowed | 55,8% | 21,4% | 16,0% | 13,7% | 13,8% | 2,1% | 29,7% | 48 | |
| Other | 31,8% | 27,7% | 11,6% | 26,1% | 16,1% | | 40,6% | 10 | | |
| Urban/rural | Less than 2.000 inhabitants | 47,8% | 26,2% | 21,5% | 17,7% | 2,1% | | 31,1% | 84 | |
| | 2.000 - 5.000 | 51,3% | 23,2% | 21,0% | 20,2% | 7,9% | | 27,9% | 90 | |
| | 5.000 - 10.000 | 55,8% | 23,1% | 19,5% | 18,5% | 6,3% | 0,7% | 23,6% | 114 | |
| | 10.000 - 20.000 | 43,6% | 22,8% | 21,5% | 12,4% | 5,9% | 2,4% | 36,5% | 111 | |
| | 20.000 - 50.000 | 54,7% | 20,5% | 19,5% | 21,8% | 11,4% | 2,4% | 19,5% | 157 | |
| | 50.000 - 100.000 | 55,5% | 17,7% | 19,8% | 20,0% | 7,4% | 1,6% | 22,5% | 105 | |
| | 100.000 - 200.000 | 57,6% | 30,0% | 12,7% | 21,2% | 5,5% | 3,4% | 20,7% | 83 | |
| | 200.000 - 500.000 | 57,4% | 14,2% | 22,2% | 23,3% | 5,4% | | 23,8% | 106 | |
| 500.000 - 1.000.000 | 52,7% | 18,9% | 26,6% | 13,1% | 9,2% | 2,4% | 25,5% | 83 | | |
| 1.000.000 or more inhabitants | 59,9% | 33,9% | 20,8% | 15,9% | 6,0% | 3,2% | 19,5% | 87 | | |

*Asked: Everyone.

**The entire question: When you think about REYKJAVÍK what comes into your mind? Please name up to 3 of the first things that come to mind when you think of the city of REYKJAVÍK.

GERMANY
When you think about Reykjavik what comes into your mind? (ALL that was mentioned) 2nd part

| | | Geography | Nature | Personal opinion | Culture | Economy | Volcano | Nothing | Count |
|---------|------------------------|-----------|--------|------------------|---------|---------|---------|---------|-------|
| Total | Total | 53,6% | 22,6% | 20,5% | 18,6% | 7,0% | 1,6% | 24,8% | 1019 |
| Region | Schleswig-Holstein | 44,0% | 20,4% | 30,8% | 19,9% | 5,4% | | 33,4% | 37 |
| | Hamburg | 56,4% | 25,3% | 28,3% | 19,3% | 3,3% | | 20,9% | 21 |
| | Niedersachsen | 50,9% | 21,0% | 13,0% | 21,2% | 6,1% | 3,6% | 26,4% | 103 |
| | Bremen | 62,5% | | 54,9% | 39,1% | | | 14,9% | 8 |
| | Nordrhein-Westfalen | 55,8% | 23,8% | 24,9% | 18,3% | 10,9% | 1,2% | 21,7% | 222 |
| | Hessen | 52,7% | 17,6% | 16,0% | 12,9% | 3,2% | 5,1% | 30,4% | 74 |
| | Rheinland-Pfalz | 51,6% | 39,2% | 9,5% | 13,6% | 11,6% | | 28,4% | 49 |
| | Baden-Württemberg | 56,0% | 19,6% | 19,3% | 18,6% | 5,6% | | 23,3% | 127 |
| | Bayern | 54,9% | 27,1% | 27,0% | 15,8% | 6,6% | 2,4% | 23,3% | 146 |
| | Saarland | 77,8% | 46,4% | 17,6% | 60,2% | 4,4% | | 9,0% | 12 |
| | Berlin | 55,1% | 26,8% | 8,3% | 18,9% | 2,6% | 2,7% | 23,7% | 41 |
| | Brandenburg | 50,6% | 34,6% | 16,8% | 22,6% | 5,4% | | 18,7% | 34 |
| | Mecklenburg-Vorpommern | 33,6% | 3,7% | 11,1% | 21,7% | | | 33,8% | 24 |
| | Sachsen | 49,4% | 12,6% | 18,9% | 15,6% | 7,9% | 1,5% | 36,4% | 57 |
| | Sachsen-Anhalt | 59,3% | 7,1% | 22,0% | 18,1% | 3,9% | 2,9% | 26,1% | 33 |
| | Thüringen | 53,5% | 24,2% | 19,9% | 24,2% | 14,4% | | 16,2% | 30 |
| Visited | Yes | 54,7% | 28,4% | 36,8% | 32,7% | 12,1% | | 15,4% | 47 |
| Iceland | No | 53,6% | 22,3% | 19,7% | 18,0% | 6,8% | 1,7% | 25,3% | 972 |

Examples of what was mentioned in each category

Nature

Cold climate
Hot springs
Midnight sun
The Blue lagoon
Whales

Volcano

Volcano

Economy

Bank crisis
Finance crisis
Expensive
Low on cash
Banks

Geography

Capital
Is an island
Airport
Port
Small town
City

Culture

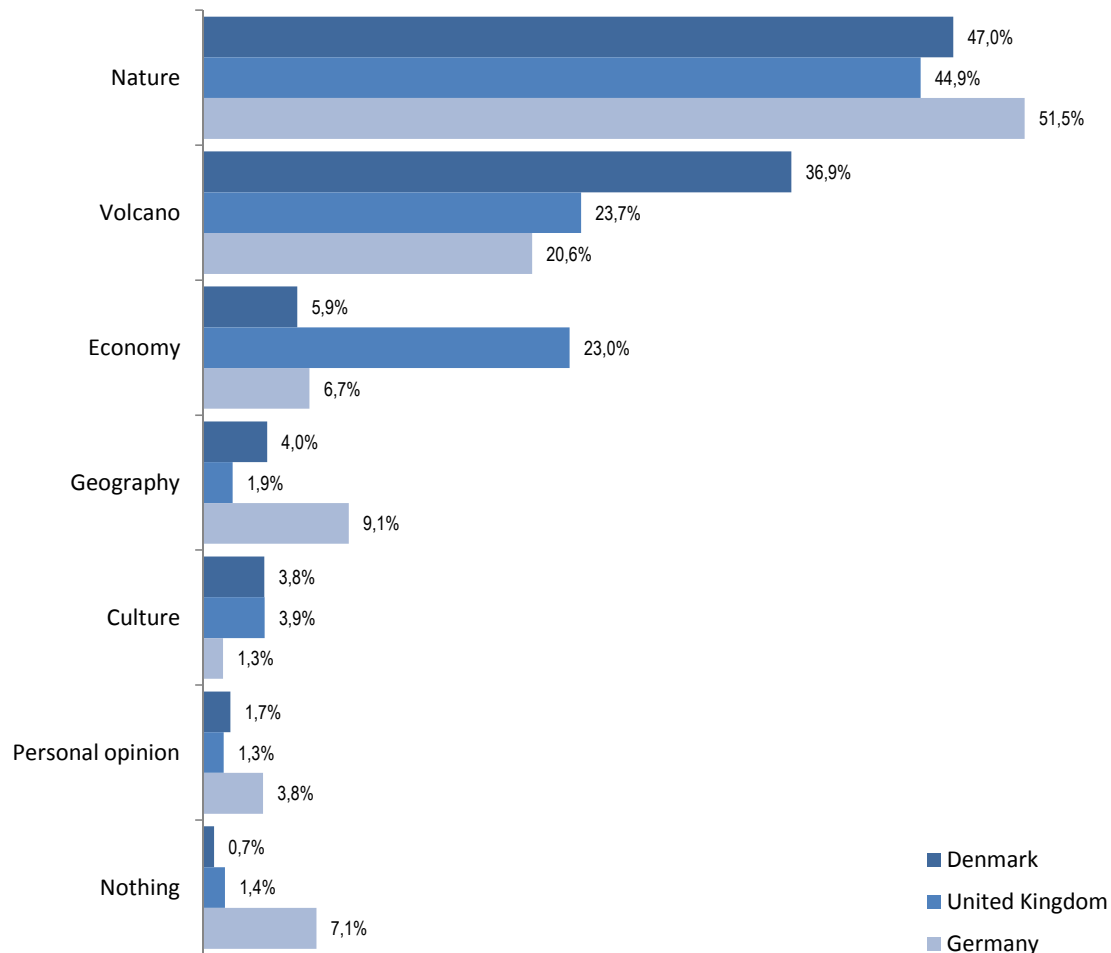
Wooden houses
Björk
Sport (handball and football)
University

Personal opinion

Cosy
Friendly people
Interesting
Modern

COMPARISON BETWEEN THE COUNTRIES

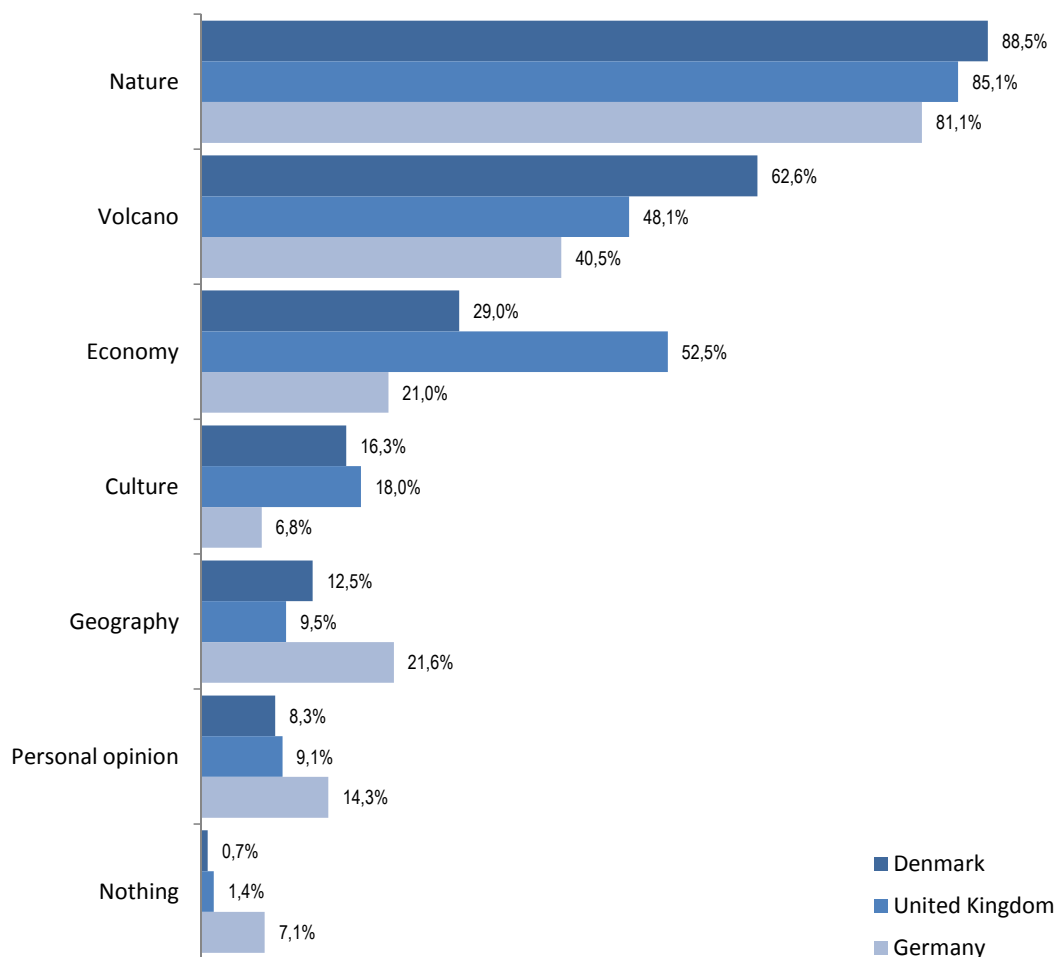
When you think about Iceland what comes into your mind? (Mentioned first)



| | Nature | Volcano | Economy | Geography | Culture | Personal opinion | Nothing | Count |
|----------------|--------|---------|---------|-----------|---------|------------------|---------|-------|
| Denmark | 47,0% | 36,9% | 5,9% | 4,0% | 3,8% | 1,7% | 0,7% | 1000 |
| United Kingdom | 44,9% | 23,7% | 23,0% | 1,9% | 3,9% | 1,3% | 1,4% | 2199 |
| Germany | 51,5% | 20,6% | 6,7% | 9,1% | 1,3% | 3,8% | 7,1% | 1019 |

COMPARISON BETWEEN THE COUNTRIES

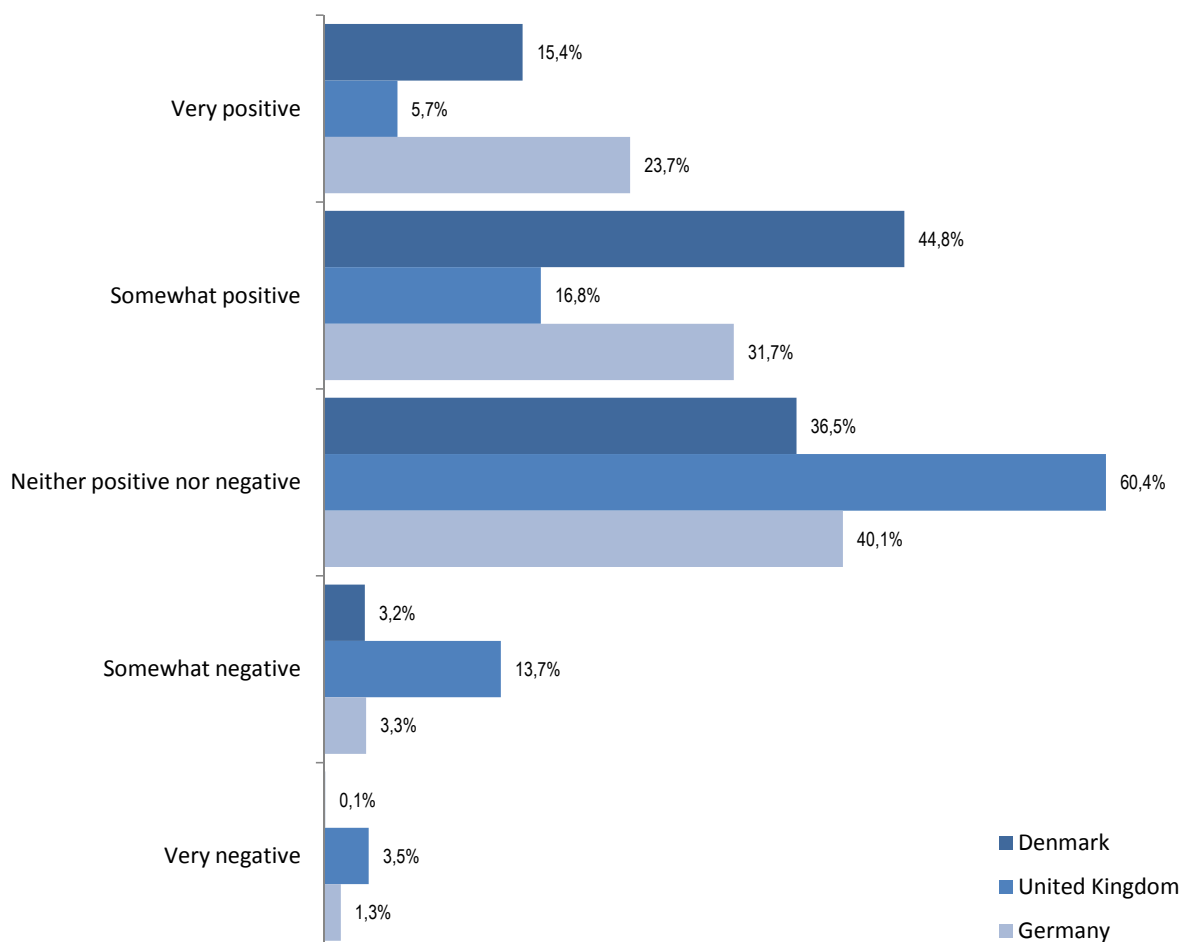
When you think about Iceland what comes into your mind? (ALL that was mentioned)



| | Nature | Volcano | Economy | Culture | Geography | Personal opinion | Nothing | Count |
|----------------|--------|---------|---------|---------|-----------|------------------|---------|-------|
| Denmark | 88,5% | 62,6% | 29,0% | 16,3% | 12,5% | 8,3% | 0,7% | 1000 |
| United Kingdom | 85,1% | 48,1% | 52,5% | 18,0% | 9,5% | 9,1% | 1,4% | 2199 |
| Germany | 81,1% | 40,5% | 21,0% | 6,8% | 21,6% | 14,3% | 7,1% | 1019 |

COMPARISON BETWEEN THE COUNTRIES

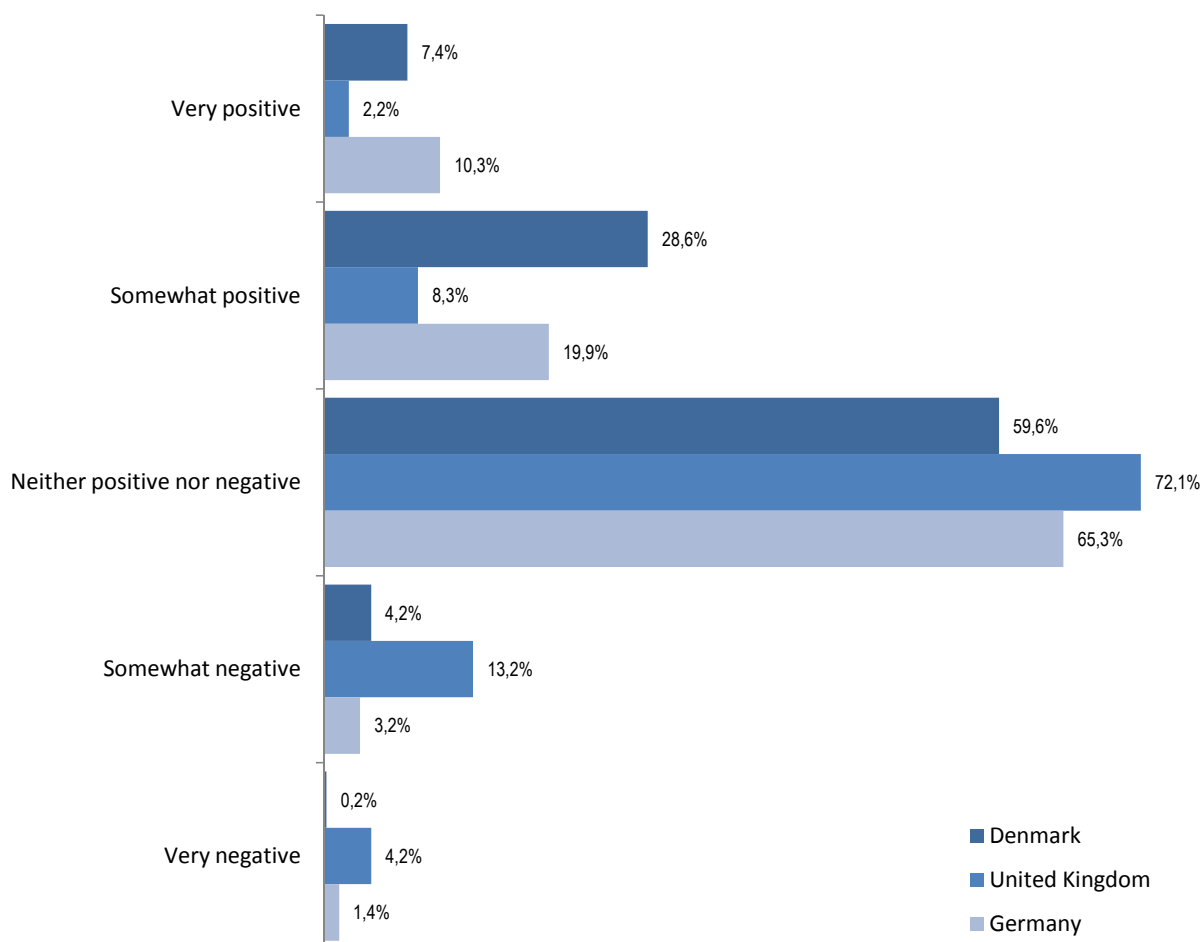
How positive or negative are you, in general, towards the country Iceland?



| | Very positive | Somewhat positive | Neither positive nor negative | Somewhat negative | Very negative | Count |
|----------------|---------------|-------------------|-------------------------------|-------------------|---------------|-------|
| Denmark | 15,4% | 44,8% | 36,5% | 3,2% | 0,1% | 990 |
| United Kingdom | 5,7% | 16,8% | 60,4% | 13,7% | 3,5% | 2086 |
| Germany | 23,7% | 31,7% | 40,1% | 3,3% | 1,3% | 990 |

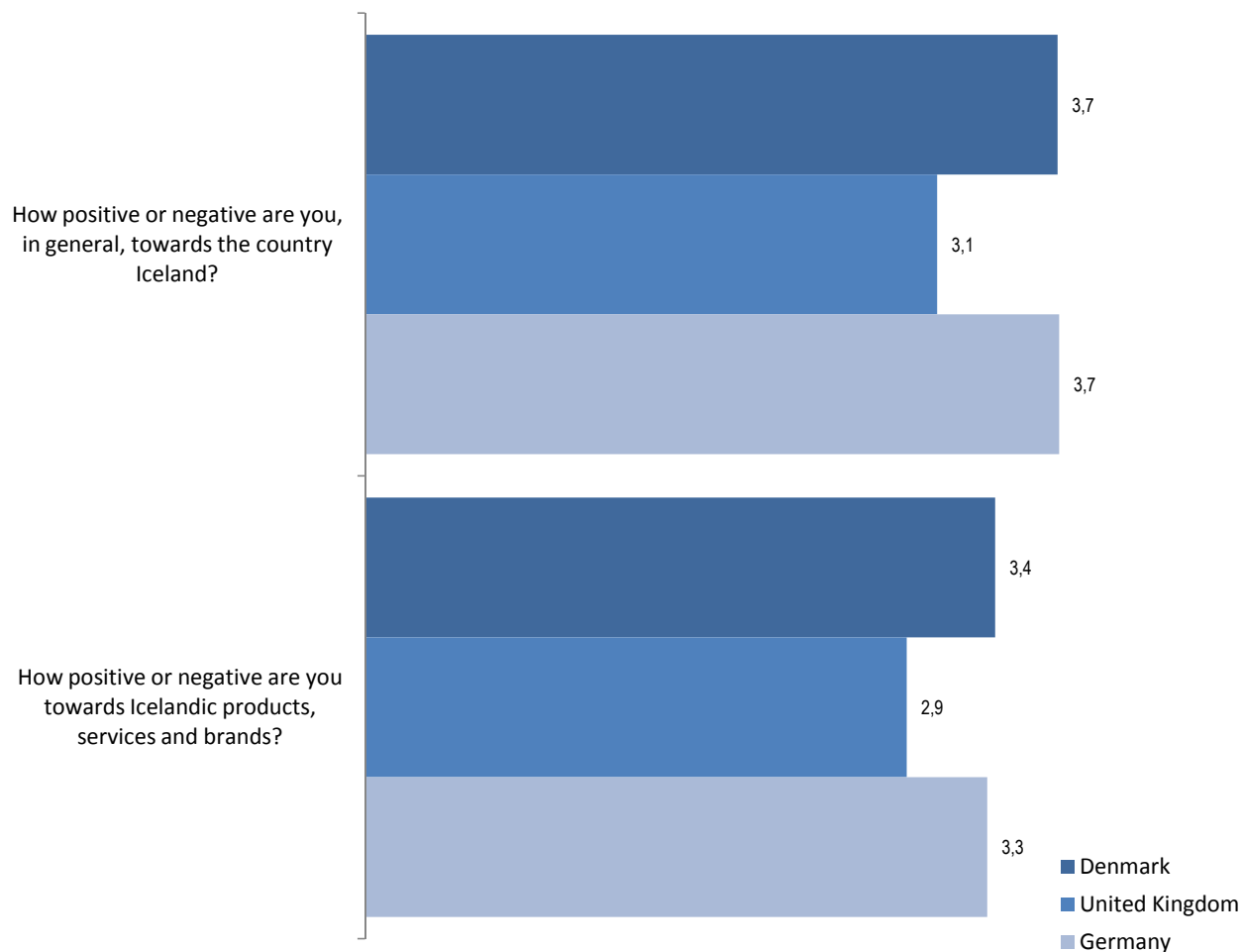
COMPARISON BETWEEN THE COUNTRIES

How positive or negative are you towards Icelandic products, services and brands?



| | Very positive | Somewhat positive | Neither positive nor negative | Somewhat negative | Very negative | Count |
|----------------|---------------|-------------------|-------------------------------|-------------------|---------------|-------|
| Denmark | 7,4% | 28,6% | 59,6% | 4,2% | 0,2% | 862 |
| United Kingdom | 2,2% | 8,3% | 72,1% | 13,2% | 4,2% | 1860 |
| Germany | 10,3% | 19,9% | 65,3% | 3,2% | 1,4% | 863 |

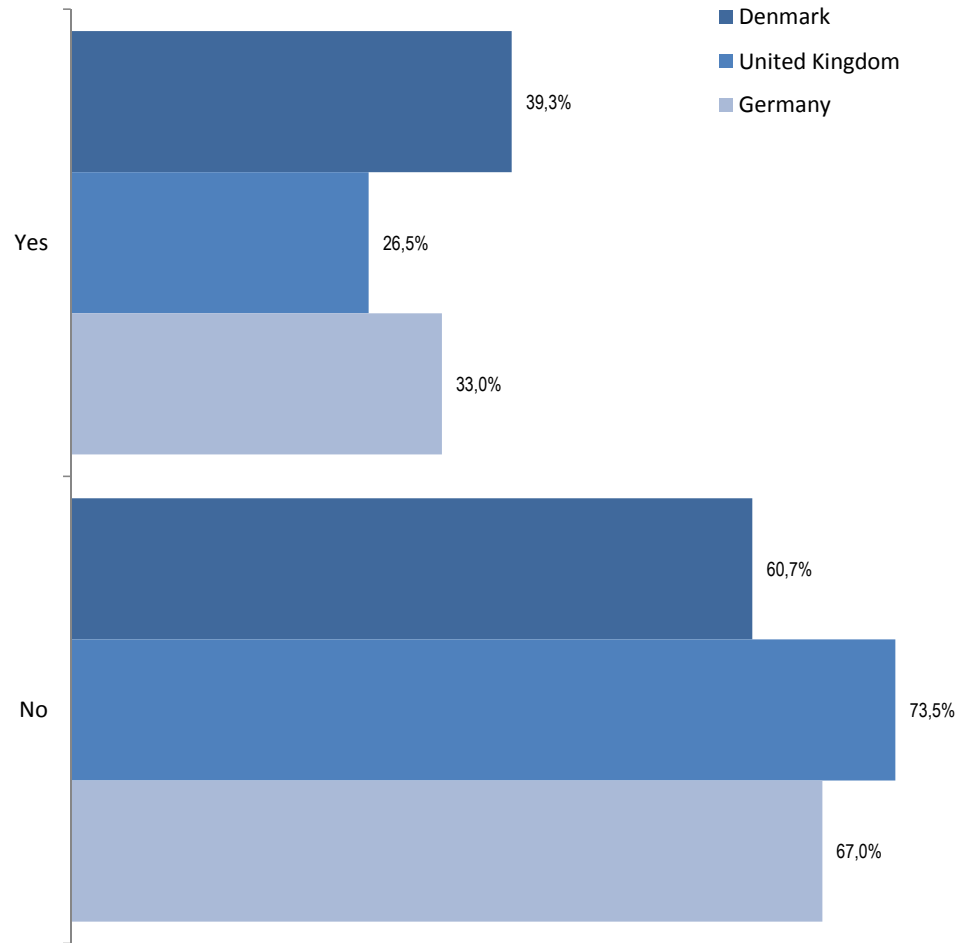
COMPARISON BETWEEN MEANS



| | How positive or negative are you, in general, towards the country Iceland? | Confidence interval | Count | How positive or negative are you towards Icelandic products, services and brands? | Confidence interval | Count |
|----------------|--|---------------------|-------|---|---------------------|-------|
| Denmark | 3,7 | 0,0 | 990 | 3,4 | 0,0 | 862 |
| United Kingdom | 3,1 | 0,0 | 2086 | 2,9 | 0,0 | 1860 |
| Germany | 3,7 | 0,1 | 990 | 3,3 | 0,1 | 863 |

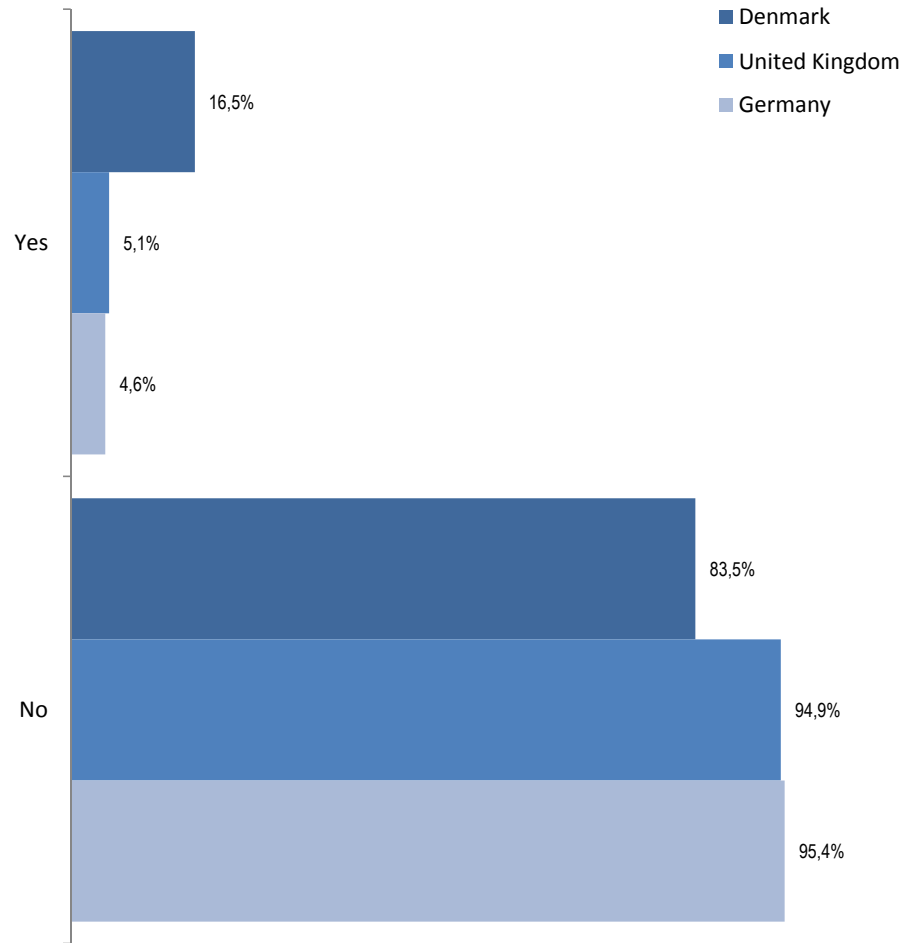
COMPARISON BETWEEN THE COUNTRIES

Can you think of any products, services or brands which originate from the country Iceland or you associate with Iceland?*



| | Yes | No | Count |
|----------------|-------|-------|-------|
| Denmark | 39,3% | 60,7% | 1000 |
| United Kingdom | 26,5% | 73,5% | 2207 |
| Germany | 33,0% | 67,0% | 1025 |

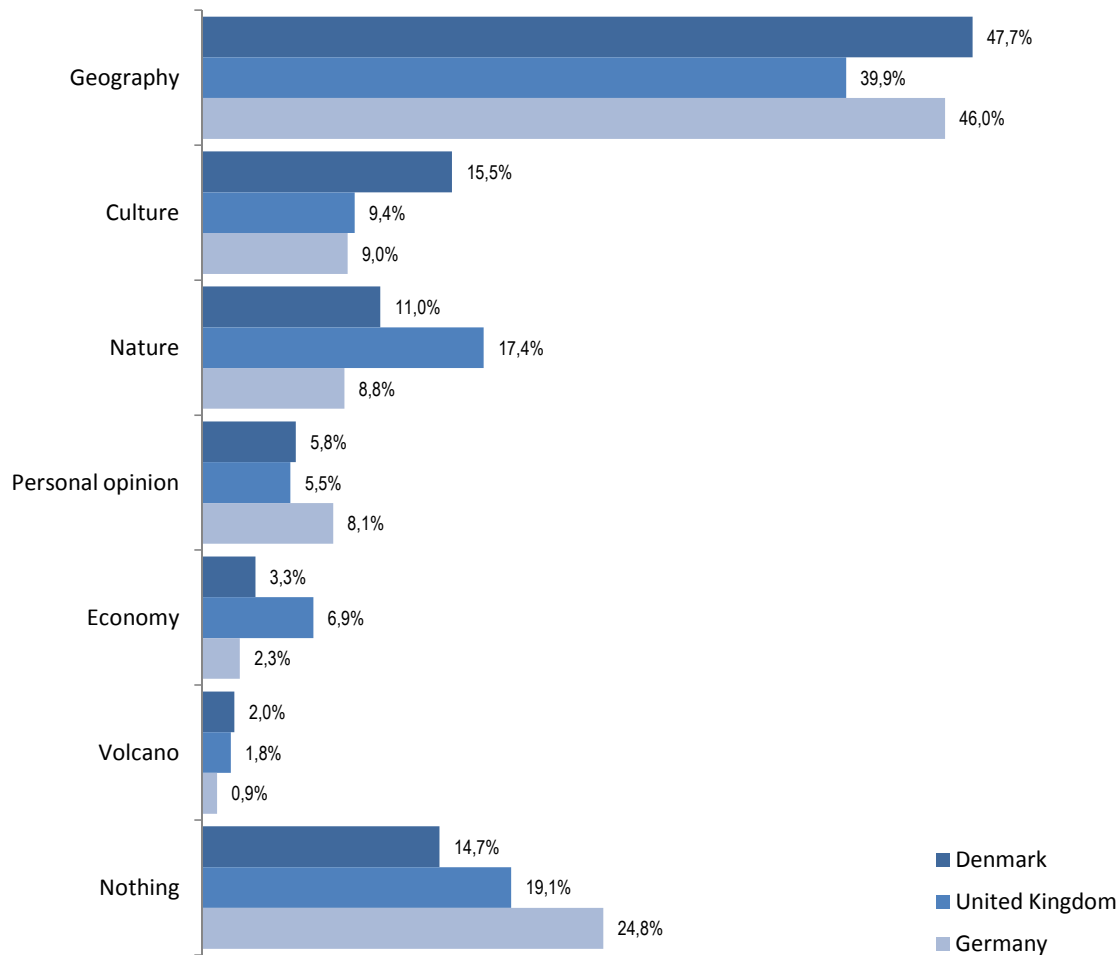
COMPARISON BETWEEN THE COUNTRIES
Have you ever visited Iceland?



| | Yes | No | Count |
|----------------|-------|-------|-------|
| Denmark | 16,5% | 83,5% | 1000 |
| United Kingdom | 5,1% | 94,9% | 2207 |
| Germany | 4,6% | 95,4% | 1025 |

COMPARISON BETWEEN THE COUNTRIES

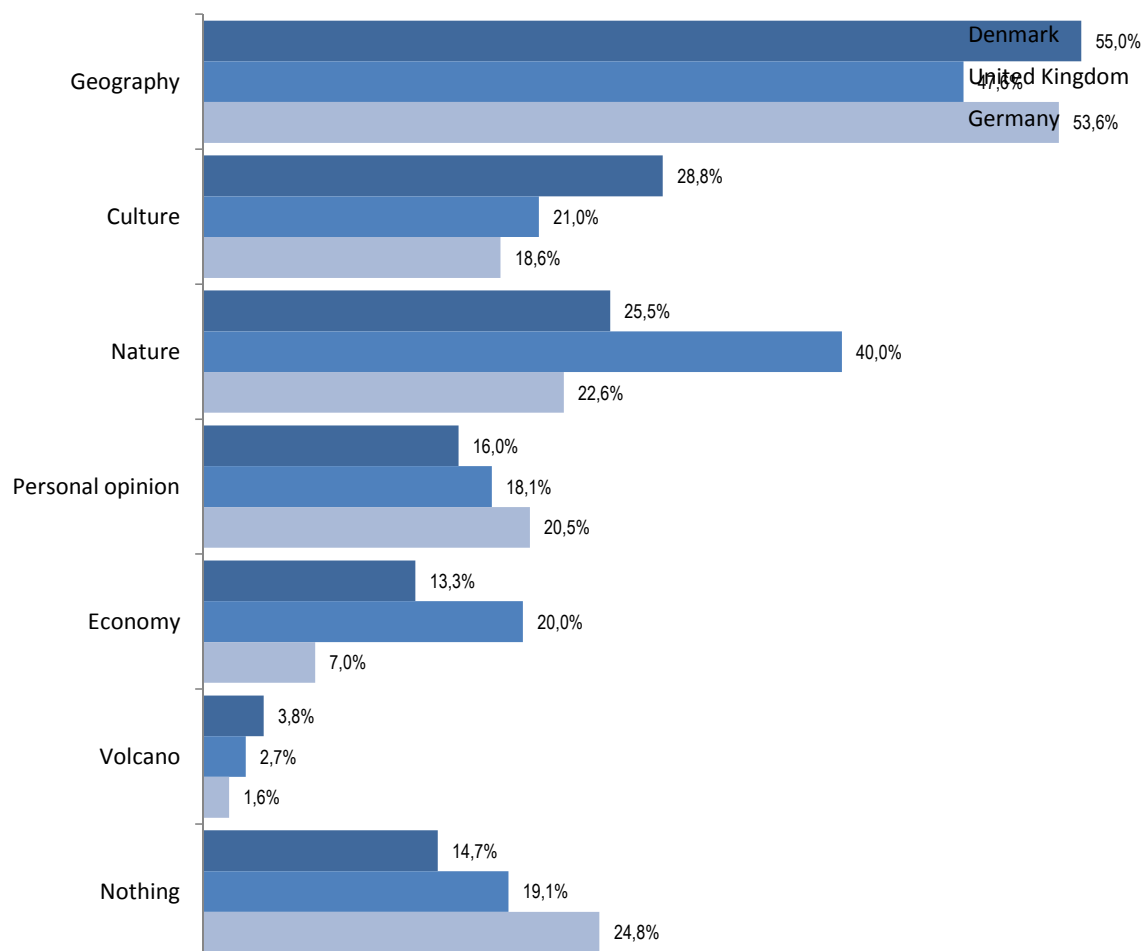
When you think about REYKJAVÍK what comes into your mind? (Mentioned first)



| | Geography | Culture | Nature | Personal opinion | Economy | Volcano | Nothing | Count |
|----------------|-----------|---------|--------|------------------|---------|---------|---------|-------|
| Denmark | 47,7% | 15,5% | 11,0% | 5,8% | 3,3% | 2,0% | 14,7% | 962 |
| United Kingdom | 39,9% | 9,4% | 17,4% | 5,5% | 6,9% | 1,8% | 19,1% | 2077 |
| Germany | 46,0% | 9,0% | 8,8% | 8,1% | 2,3% | 0,9% | 24,8% | 1019 |

COMPARISON BETWEEN THE COUNTRIES

When you think about REYKJAVÍK what comes into your mind? (ALL that was mentioned)



| | Geography | Culture | Nature | Personal opinion | Economy | Volcano | Nothing | Count |
|----------------|-----------|---------|--------|------------------|---------|---------|---------|-------|
| Denmark | 55,0% | 28,8% | 25,5% | 16,0% | 13,3% | 3,8% | 14,7% | 962 |
| United Kingdom | 47,6% | 21,0% | 40,0% | 18,1% | 20,0% | 2,7% | 19,1% | 2077 |
| Germany | 53,6% | 18,6% | 22,6% | 20,5% | 7,0% | 1,6% | 24,8% | 1019 |

Destination Iceland

Surveys in 2010

Denmark, United Kingdom and Germany

Project Destination Iceland, August 2010

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

Sample

Denmark Nationally representative age, 18 to 74 years
 United Kingdom Nationally representative age, 18+
 Germany Nationally representative age, 18+

Number of respondents

Denmark 1008
 United Kingdom 2126
 Germany 1018

Project Destination Iceland, May 2010

Client Útflutningsráð Íslands/Ferðamálastofa
 Data gathering 20. - 25. May 2010
 Methodology Online omnibus

Sample

Denmark 18-74 years of age
 United Kingdom 18+ years of age
 Germany 18-65+ years of age

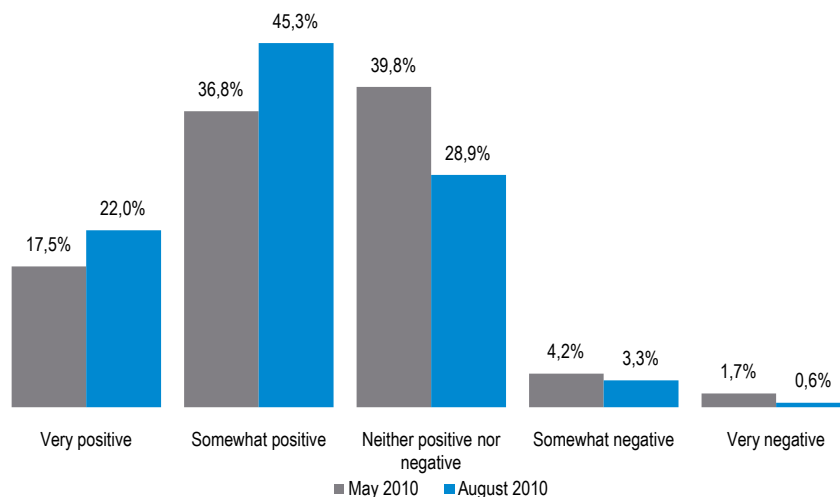
Number of participants

Denmark 1012
 United Kingdom 2102
 Germany 1088

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% | |



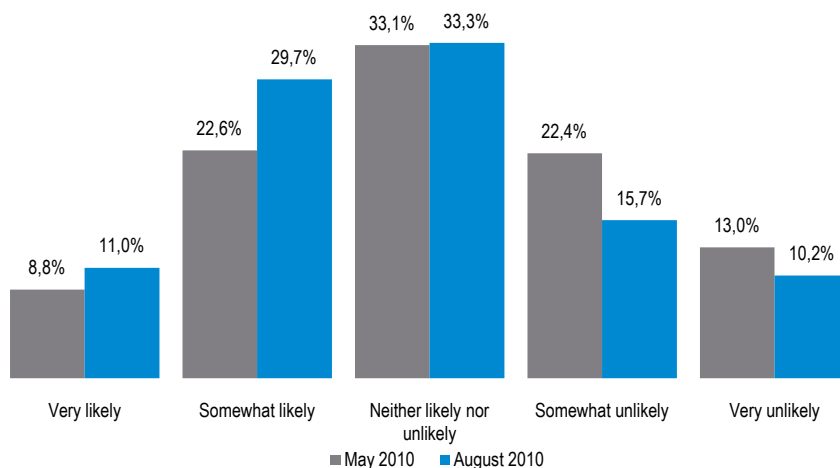
| | | Very positive | Somewhat positive | Neither positive nor negative | Somewhat negative | Very negative | Count |
|------------------|--|---------------|-------------------|-------------------------------|-------------------|---------------|-------|
| Total | Total | 22,0% | 45,3% | 28,9% | 3,3% | 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% | |



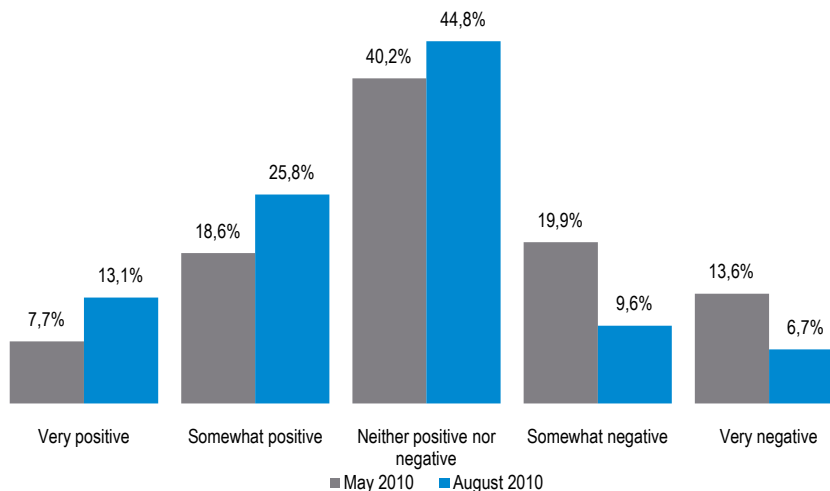
| | | Very likely | Somewhat likely | Neither likely nor unlikely | Somewhat unlikely | Very unlikely | Count |
|------------------|---------------------------------------|-------------|-----------------|-----------------------------|-------------------|---------------|-------|
| Total | Total | 11,0% | 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.

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% | |



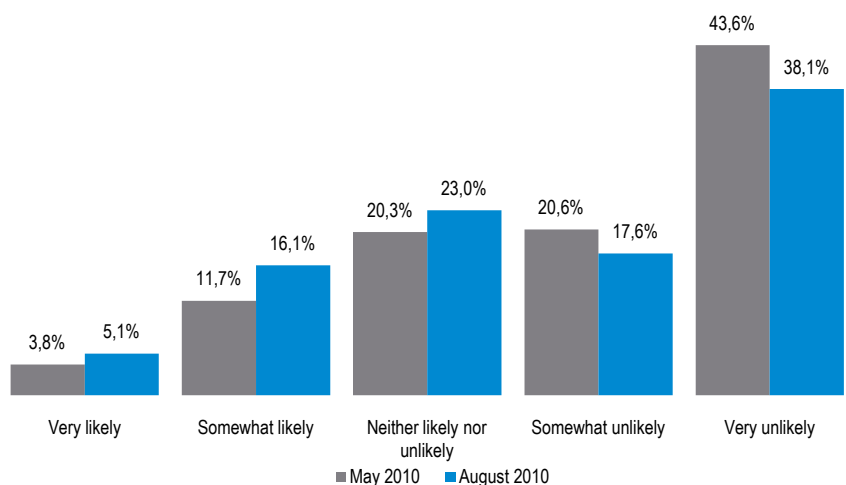
| | | Very positive | Somewhat positive | Neither positive nor negative | Somewhat negative | Very negative | Total |
|---|----------------------------|---------------|-------------------|-------------------------------|-------------------|---------------|-------|
| Total | Total | 13,1% | 25,8% | 44,8% | 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% | |



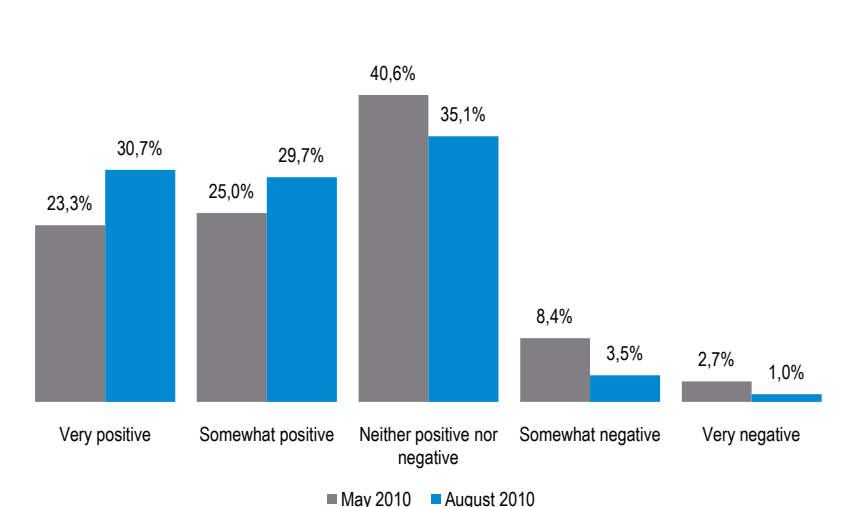
| | | Very likely | Somewhat likely | Neither likely nor unlikely | Somewhat unlikely | Very unlikely | Total |
|---|----------------------------|-------------|-----------------|-----------------------------|-------------------|---------------|-------|
| Total | Total | 5,1% | 16,1% | 23,0% | 17,6% | 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.

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.

GERMANY

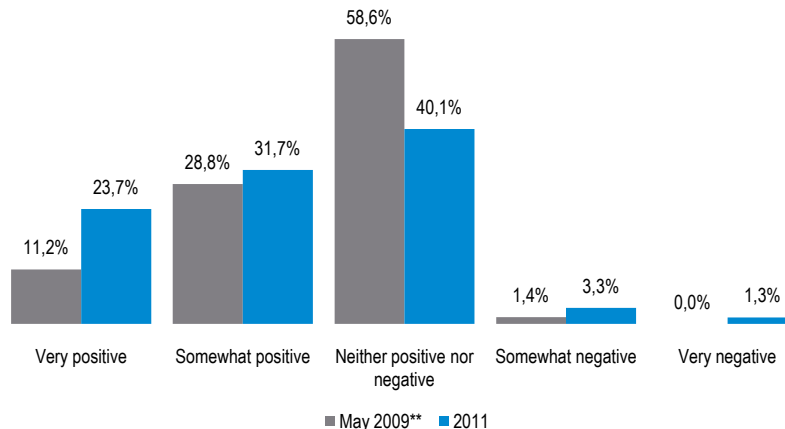
How positive or negative are you towards Iceland as a travel destination? 2nd part

| | | 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. % | Conf. 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.

GERMANY

How likely or unlikely are you to visit Iceland in the future? 2nd part

| | | 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 |