

MARKAÐSSETNING
HÖFUÐBORGARSVÆÐISINS
Á ERLENDUM MÖRKUÐUM
UNDIR VÖRUMERKINU REYKJAVÍK



SAMTÖK SVEITARFÉLAGA Á HÖFUÐBORGARSVÆÐINU



Vörumerkið Reykjavík
Markaðsrannsókn - sumar 2013

Unnið fyrir SSH, janúar 2014
Höfundur Dr. Friðrik Larsen

„Vörumerkið Reykjavík, Markaðsrannsókn - sumar 2013“ er hluti af Sóknaaráætlun fyrir höfuðborgarsvæðið 2013 sem er fjármagnað m.a. af ríkissjóði samkvæmt sérstökum samningi þar um. Samtök sveitarfélaga á höfuðborgarsvæðinu annast úrvinnslu og framkvæmd sóknaaráætlunarinnar og bera ábyrgð á framgangi þeirra verkefna sem falla undir hana.

Innihald, skoðanir og niðurstöður eru á ábyrgð skýrsluhöfundar.



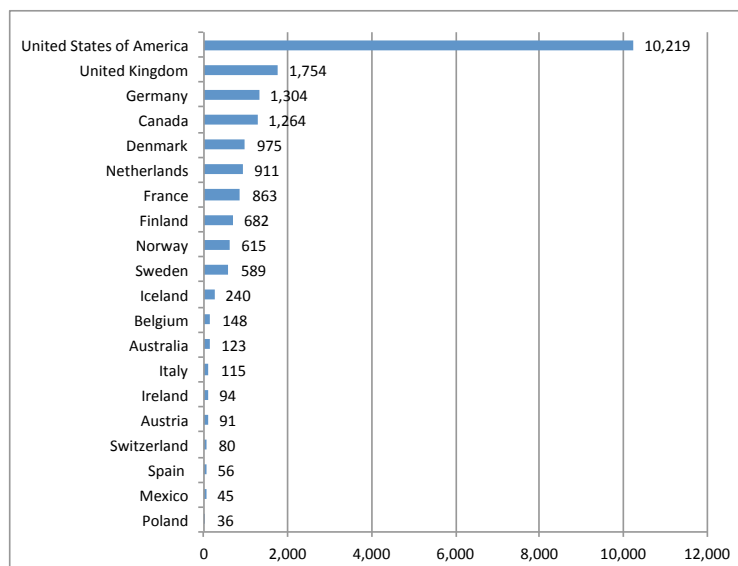
Rannsókn þessi er unnin fyrir Samtök sveitarfélaga á höfuðborgarsvæðinu (SSH). Rannsóknin byggir að mestu á niðurstöðum eigindlegrar skýrslu sem birt var í ágúst 2013 og fjallar um niðurstöður greininga á rýnihópum erlendra ferðamanna í Reykjavík. Markmið þeirrar rannsóknar var að fá innsýn í hvaða atriði skipta erlenda ferðamenn í Reykjavík mestu máli með tilliti til nokkurra skilgreindra lykilþátta er snéru að vinnu við vörumerki höfuðborgarsvæðisins. Niðurstöður eigindlegra rannsókna hafa ekki alhæfingargildi og því var lagt upp með að sannreyna niðurstöðurnar á stærri hópi til að gefa sem heildstæðasta mynd af viðfangsefninu. Sú innsýn sem rýnihóparnir gáfu í rannsóknarefnið nýttist vel við hönnun spurningalista og gerði áherslur hans markvissari.

Spurningalisti var annars vegar sendur út til aðila sem höfðu skráð netfang hjá *Icelandair* og hins vegar *Iceland Naturally*. Samtals bárust 20.806 svör. Af þeim svöruðu 15.055 gegnum *Icelandair* og 6.129 gegnum *Iceland Naturally*. Í skýrslunni verða efnistökin á þann hátt að fyrst verður greint frá þeim sem tóku þátt í rannsókninni og síðan frá niðurstöðum þeirra spurninga sem lagðar voru fyrir þátttakendur.

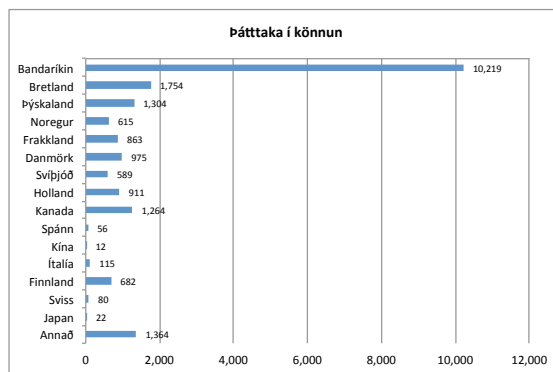
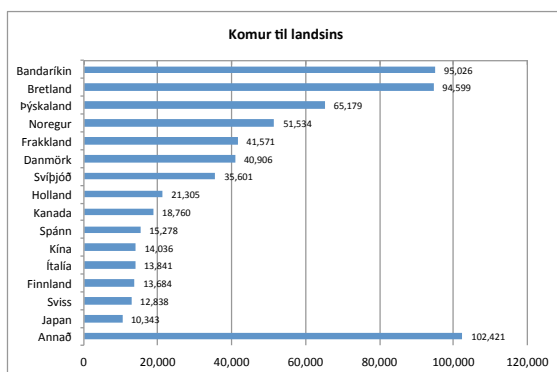




Samtals svöruðu 20.806 einstaklingar frá 110 löndum útsendum spurningalista. Greining frá tuttugu fjölmennustu löndunum sést á mynd. Myndin sýnir að flestir sem svöruðu voru frá Bandaríkjunum. Þar á eftir fylgdu Bretar, Þjóðverjar og Kanadabúar. Einnig sést að mörg svör bárust frá Norðurlöndum; þar af voru Danir fjölmennastir.



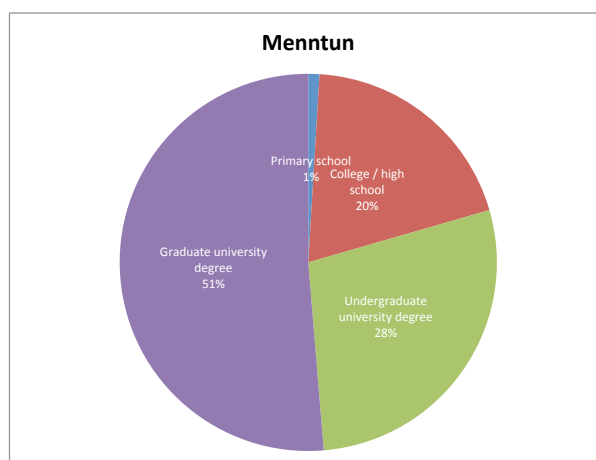
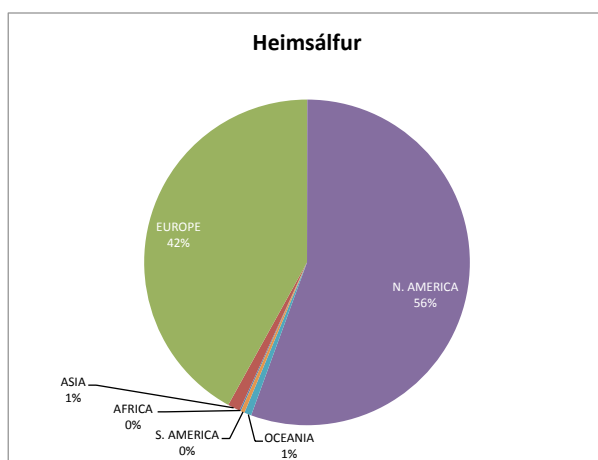
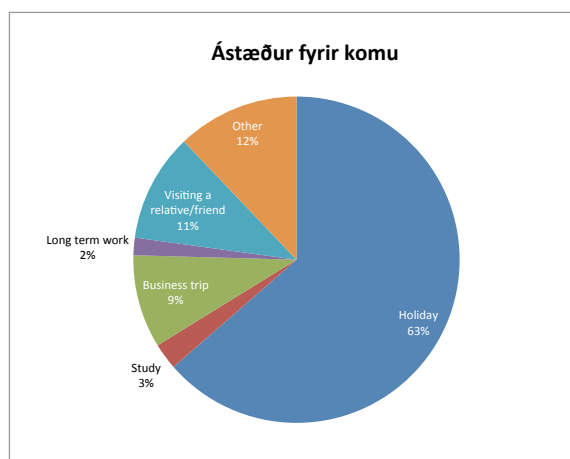
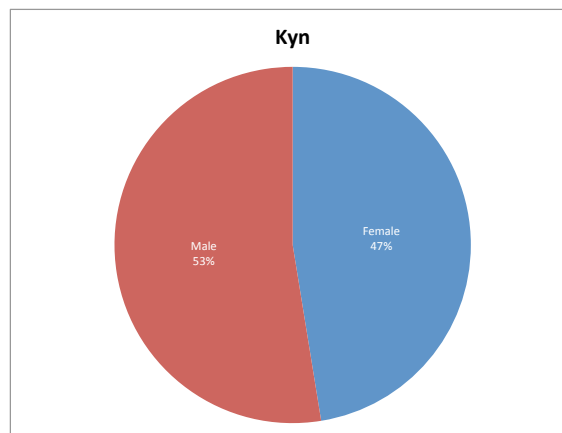
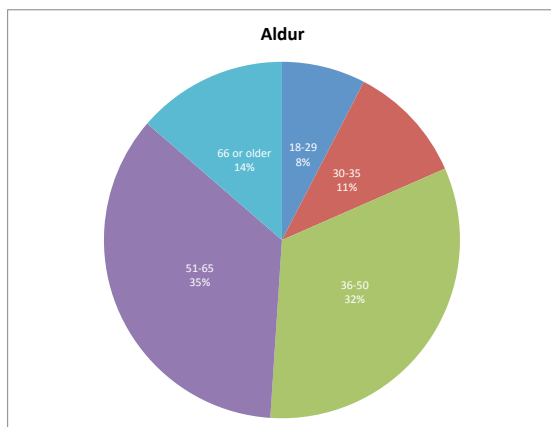
Hlutfall þátttakenda sem svöruðu spurningalistanum endurspeglar ágætlega hlutfall erlendra ferðmanna sem komu til landsins árið 2012 ef frá er talið hátt hlutfall svara frá Bandaríkjunum. Þetta má sjá á myndunum hér að neðan þar sem komur til landsins eru bornar saman við þátttöku í könnuninni. Á myndunum má einnig sjá að fleiri svör vantar frá Sviss, Ítalíu, Spáni, Japan og Kína.



Á myndunum hér á eftir sést nánara niðurbrot. Sjá má að flestir þátttakendur eru á aldursbilunum 36 – 50 ára annars vegar og 51 – 56 hins vegar og að skipting milli kynja er nokkuð jöfn.

Ríflega þriðjungur hefur ekki komið til Íslands og um þriðjungur hefur komið einu sinni til landsins. 11% hafa komið fimm sinnum eða oftar til Íslands.

Þá má sjá að menntunarstig þátttakenda er hátt, en þrír af hverjum fjórum hafa lokið háskólagráðu og helmingur hefur lokið meistaraþátt.

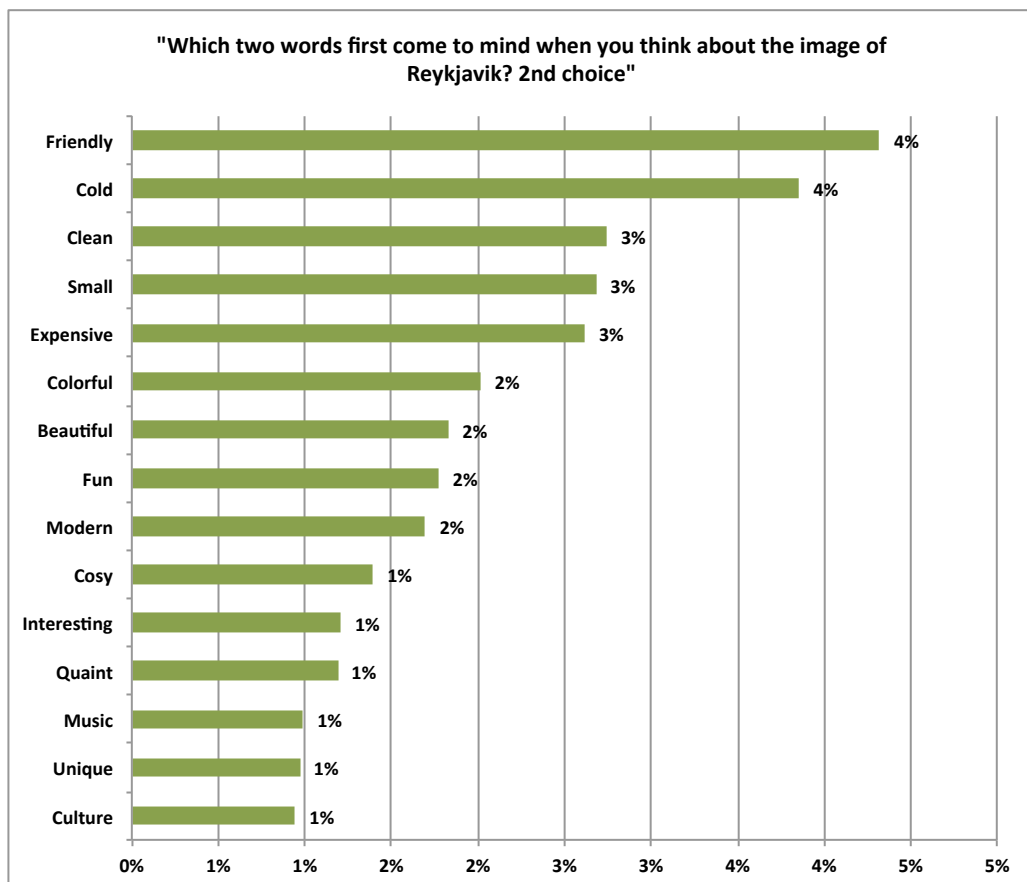
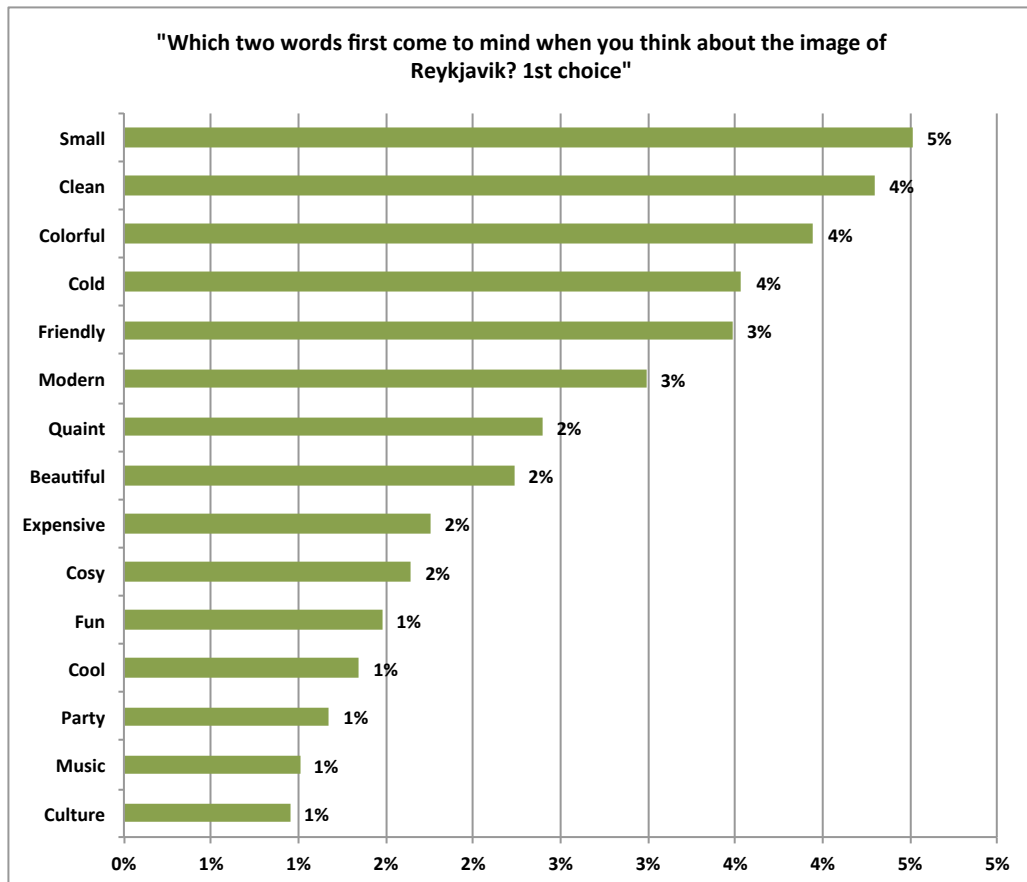


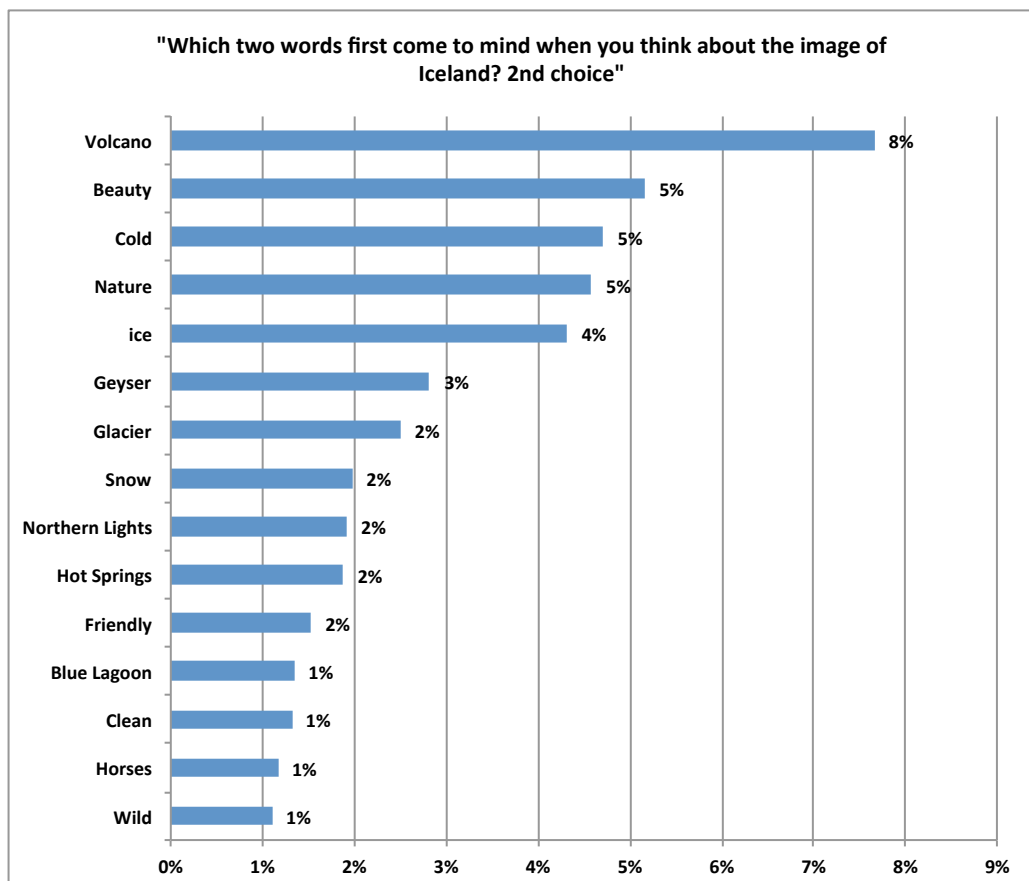
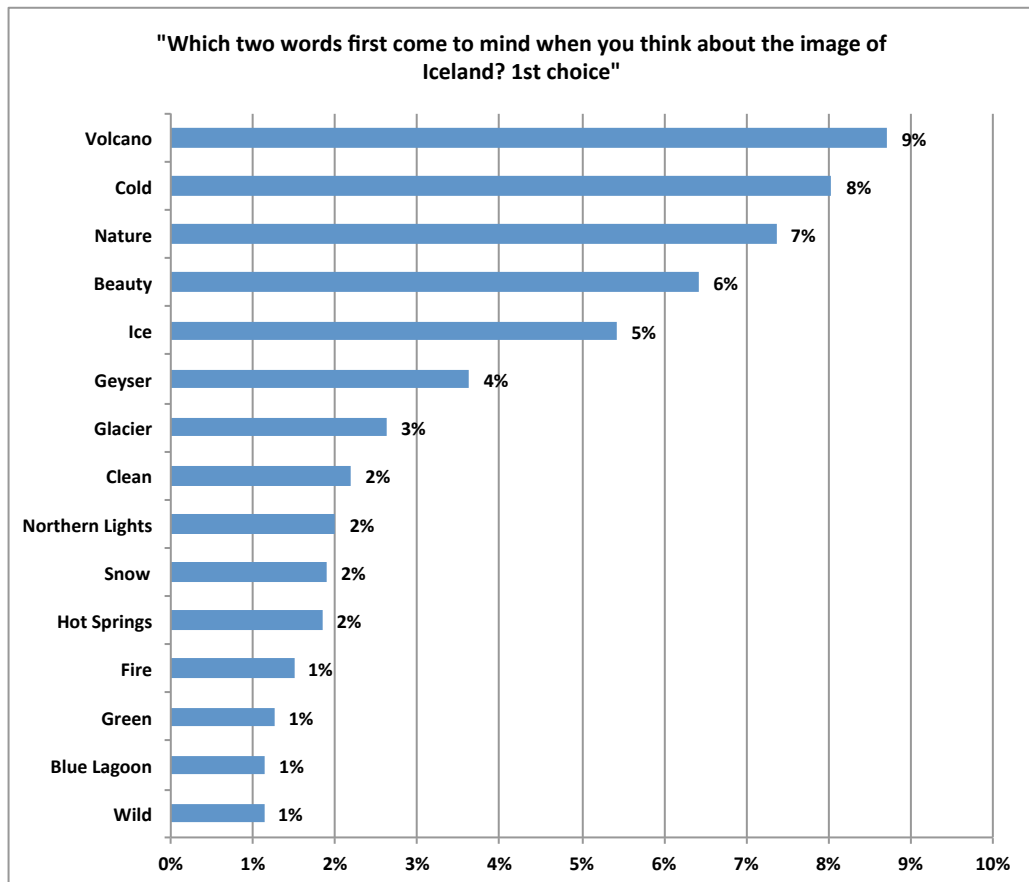


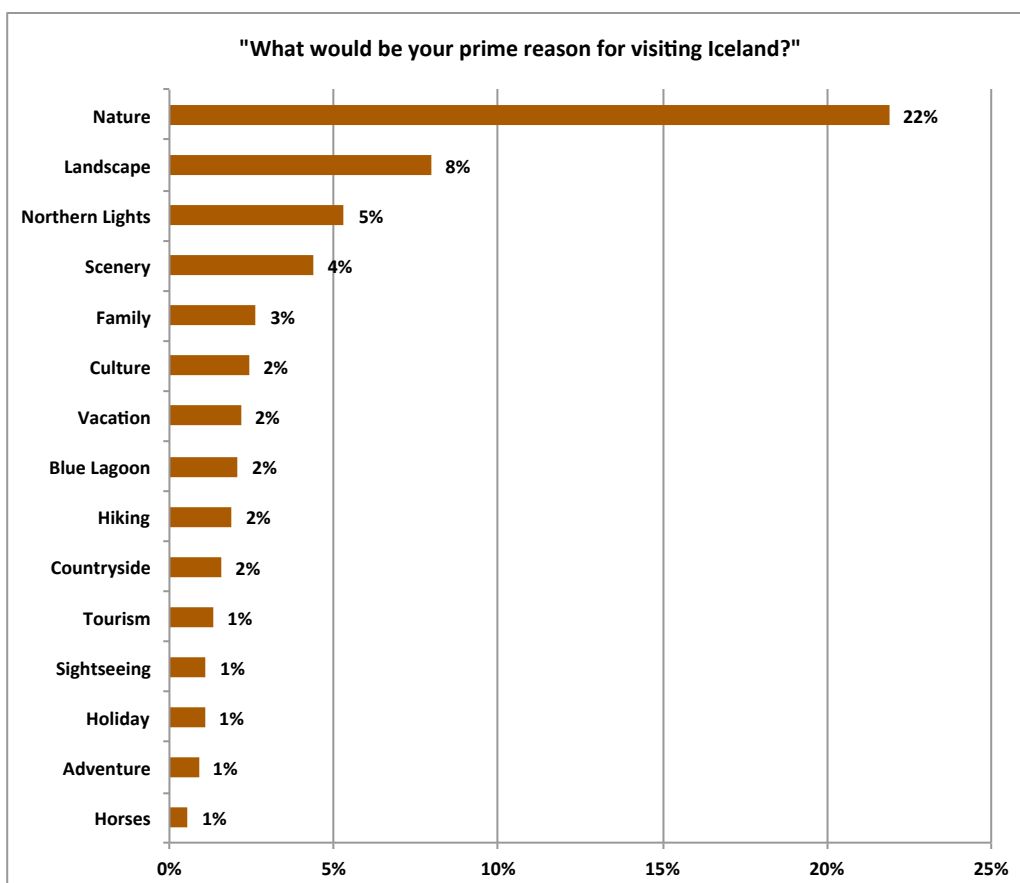
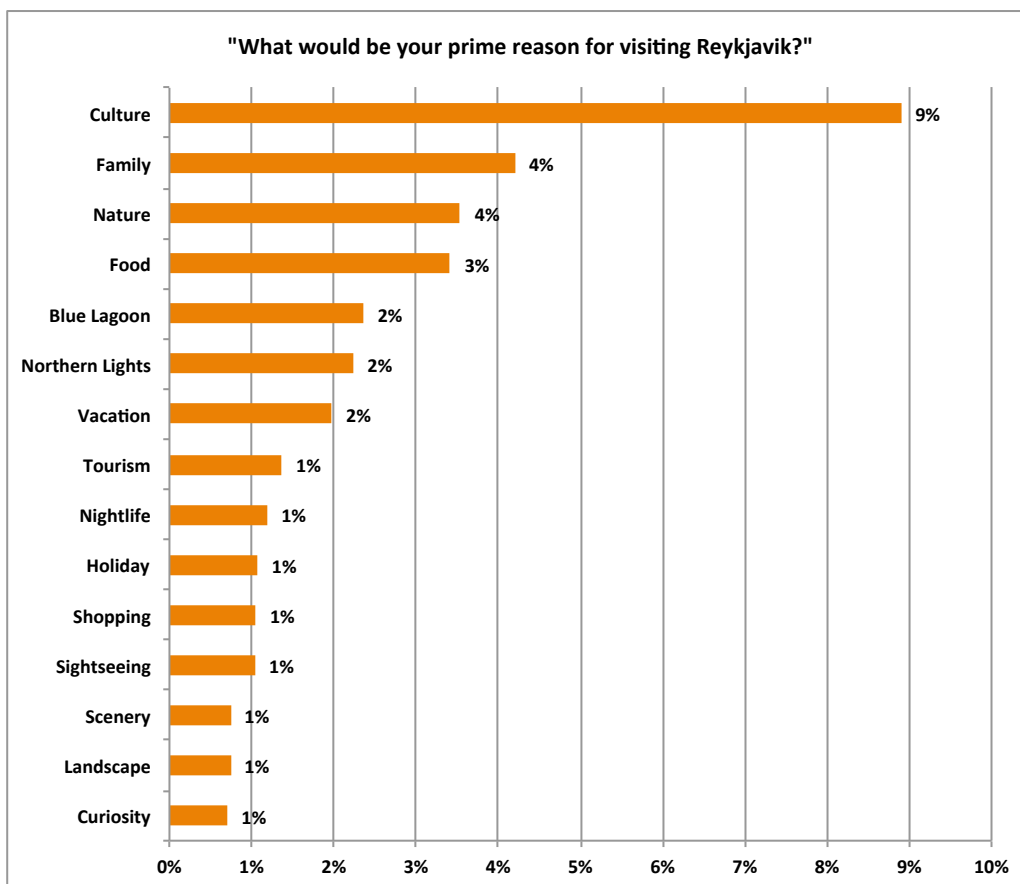
Í kaflanum verða niðurstöður kynntar. Framsetning er á þann hátt að fyrst verða kynntur niðurstöður opinna textasprungna en í síðari hluta niðurstöður lokaðra textasprungna.

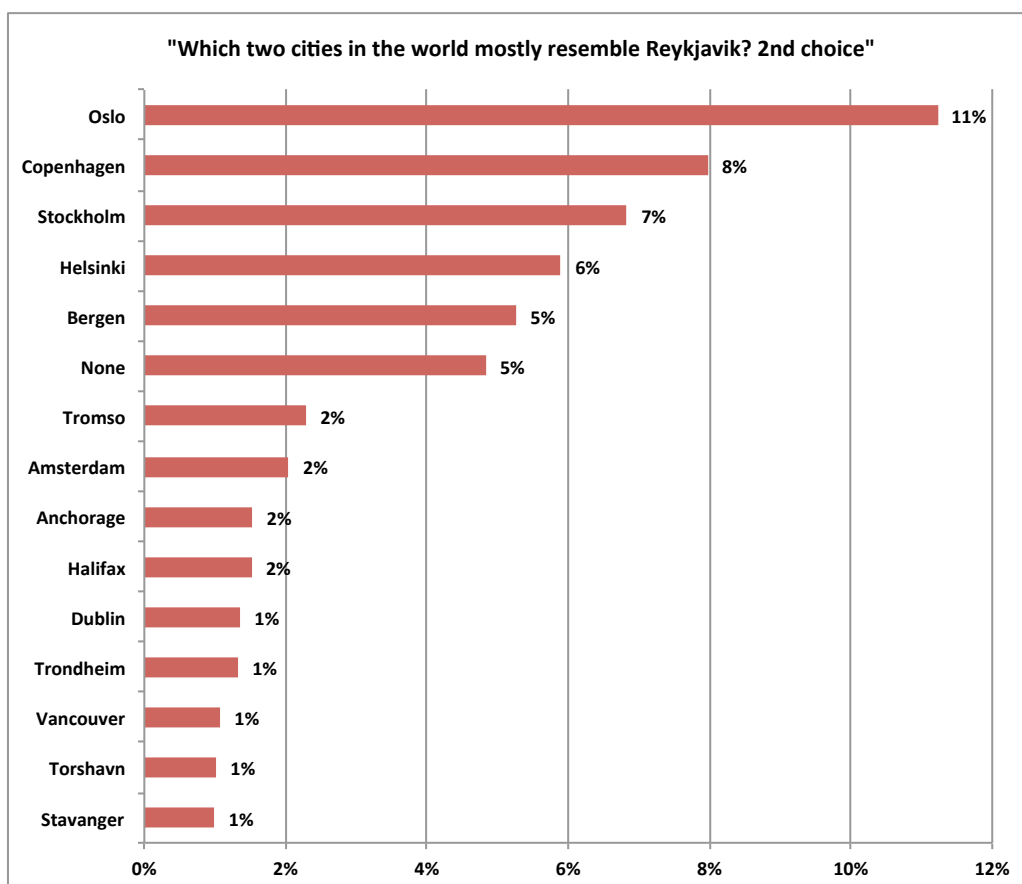
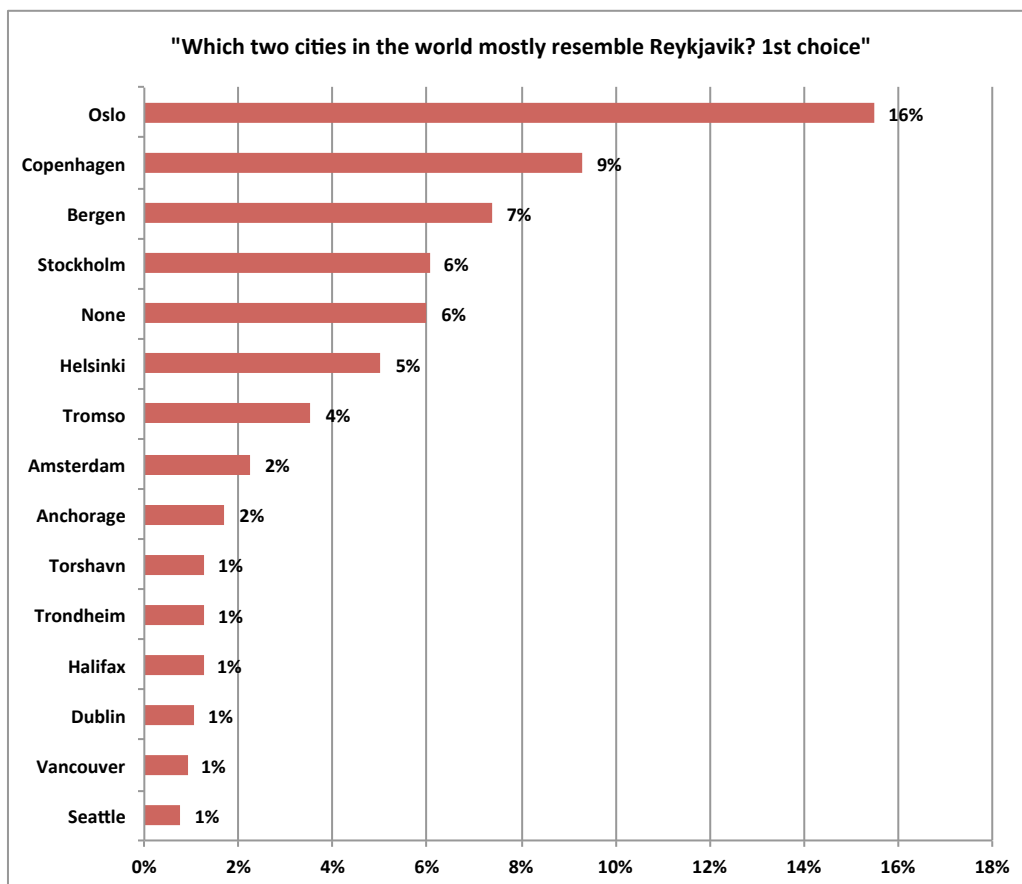
Allar lokaðar spurningar voru krosskeyrðar við bakgrunnsbreytur og eru birtar í töflum í skýrslunni. Athygli vakti að afar lítinn mun mátti merkja milli mismunandi breytna. Þ.e. þátttakendur svöruðu á áþekkan hátt, burtséð frá aldri, kyni eða menntun. Opnar spurningar voru ekki krosskeyrðar við bakgrunnsbreytur þar sem svör dreifðust mikið og ekki fundust tengsl.

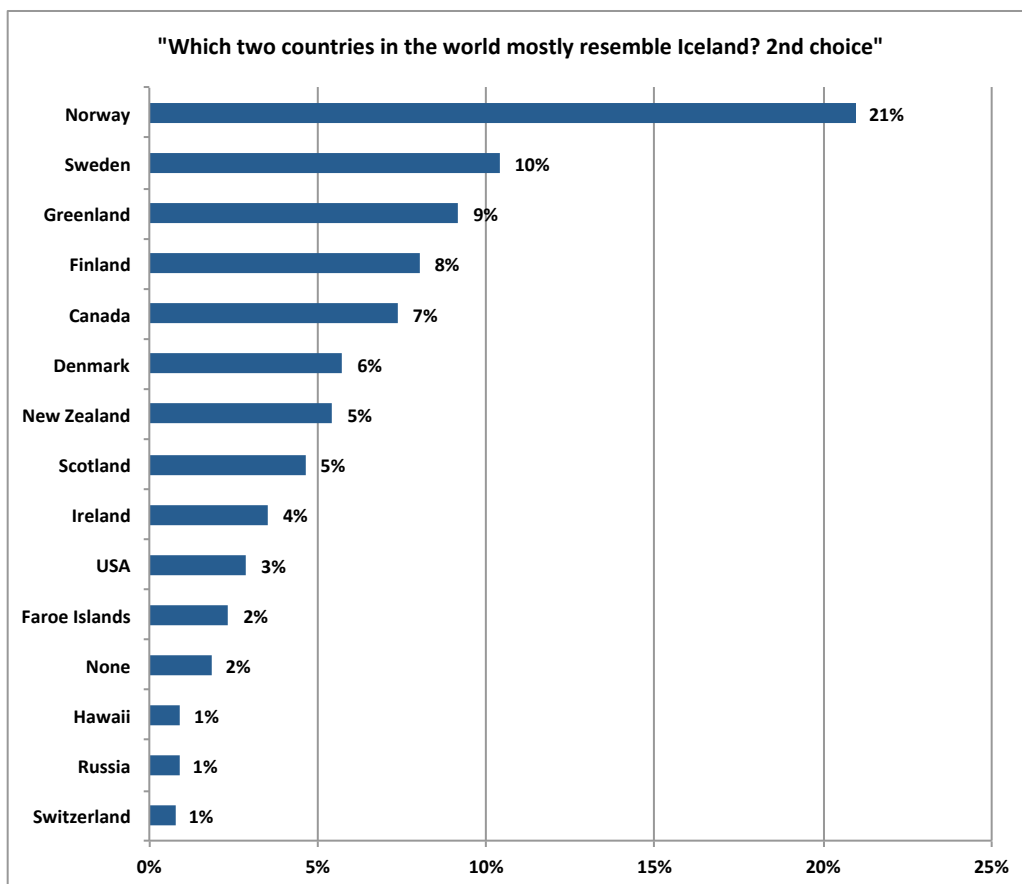
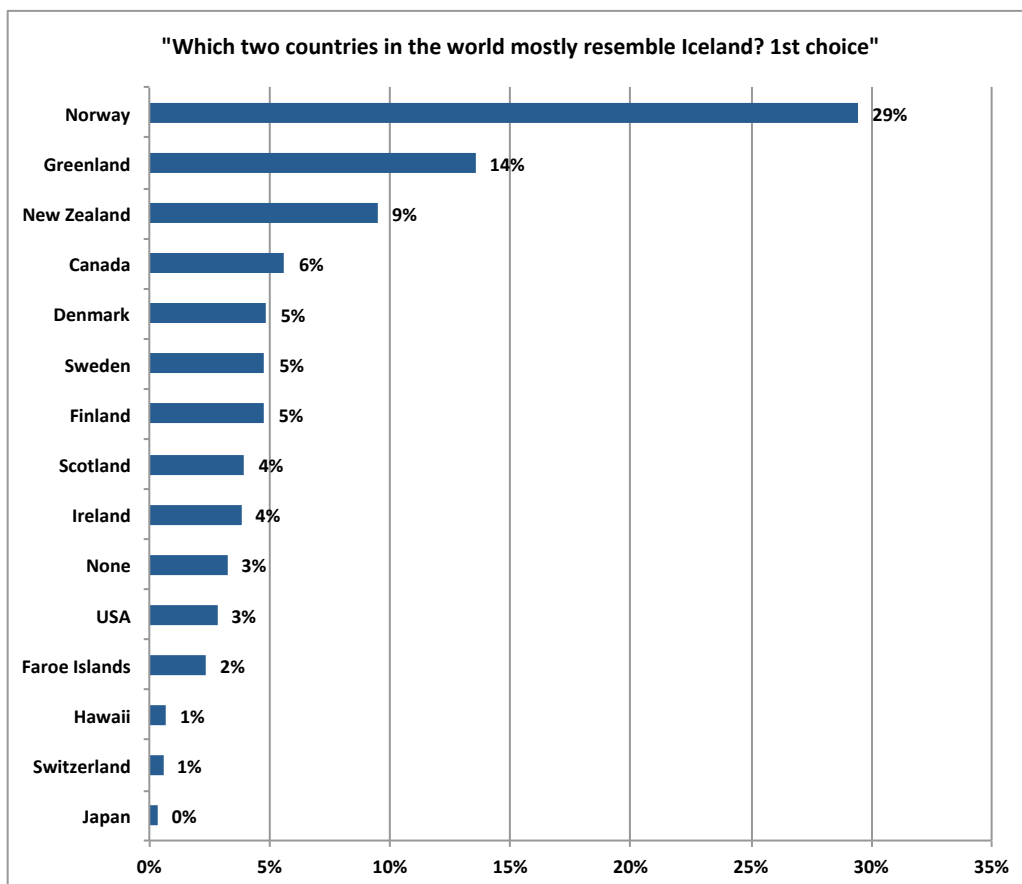






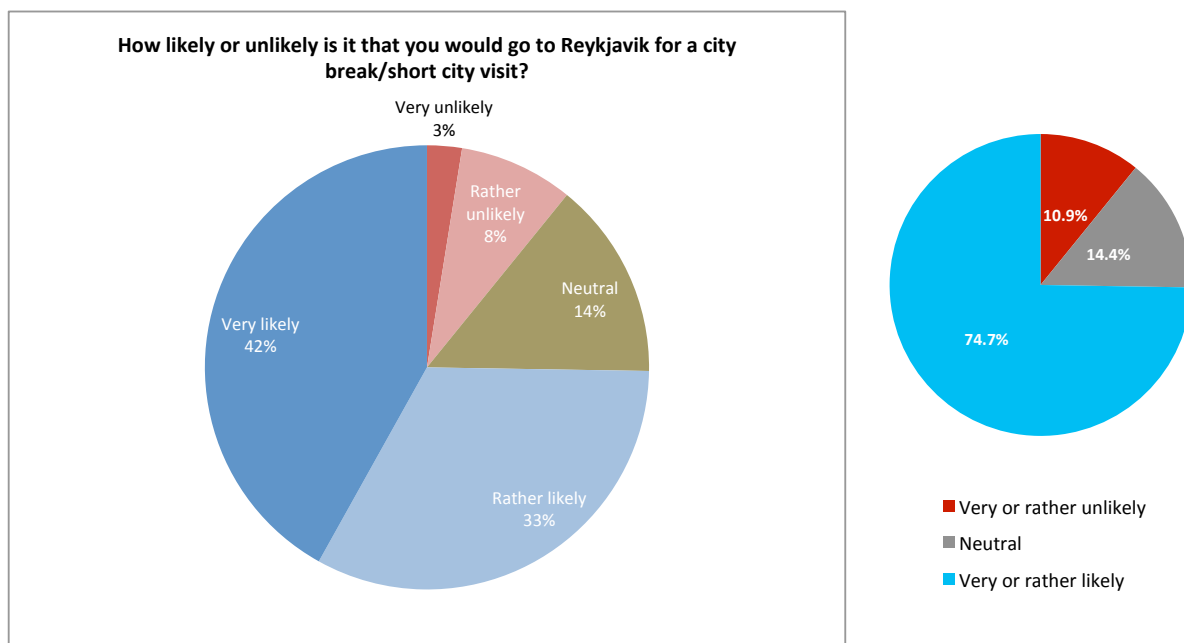








Spurt var hversu líklegt eða ólíklegt það væri að þátttakendur myndu ferðast til Íslands gagnert til fara í stutta ferð til Reykjavíkur. Eðlilega töldu þátttakendur frá fjarlægum stöðum ólíklegra að þeir kæmu í styttri ferðir, en athygli vekur að ekki var munur á svörum þátttakenda frá öðrum heimsálfum. Þá voru minni líkur á að þátttakendur í eldri aldurshópum kæmu í styttri ferðir til landsins.



How likely or unlikely is it that you would go to Reykjavik for a city break/short city visit?		Very unlikely	Rather unlikely	Neutral	Rather likely	Very likely	Scale 1-5	Count	Very or rather unlikely	Neutral	Very or rather likely
Total	Total	2.5%	8.3%	14.4%	32.8%	41.9%	4.03	20,805	10.9%	14.4%	74.7%
Gender	Female	2.7%	8.0%	12.9%	31.5%	44.9%	4.08	9,754	10.7%	12.9%	76.3%
	Male	2.4%	8.5%	15.7%	34.0%	39.4%	4.00	10,807	10.9%	15.7%	73.4%
Age	18-29 years	1.9%	7.9%	11.0%	27.4%	51.8%	4.19	1,567	9.8%	11.0%	79.3%
	30-35 years	1.9%	7.6%	10.4%	31.7%	48.3%	4.17	2,236	9.6%	10.4%	80.0%
	36-50 years	2.4%	7.3%	12.8%	33.1%	44.5%	4.10	6,706	9.7%	12.8%	77.5%
	51-65 years	2.6%	8.6%	16.2%	33.7%	39.0%	3.98	7,263	11.2%	16.2%	72.6%
	66 years plus	3.4%	10.6%	18.6%	33.7%	33.7%	3.84	2,795	14.0%	18.6%	67.4%
Education	Primary school	3.0%	6.1%	13.7%	33.5%	43.7%	4.09	197	9.1%	13.7%	77.2%
	College / high school	2.9%	6.6%	14.8%	30.5%	45.2%	4.08	3,992	9.5%	14.8%	75.7%
	Undergraduate university degree	2.4%	8.4%	13.7%	33.6%	41.9%	4.04	5,772	10.8%	13.7%	75.5%
	Graduate university degree	2.4%	8.9%	14.5%	33.2%	41.0%	4.01	10,539	11.3%	14.5%	74.2%
Continents	Africa	0.0%	6.7%	20.0%	30.0%	43.3%	4.10	30	6.7%	20.0%	73.3%
	Asia	2.8%	9.4%	13.8%	25.2%	48.8%	4.08	254	12.2%	13.8%	74.0%
	Europe	1.9%	6.9%	12.9%	33.4%	44.8%	4.12	8,662	8.8%	12.9%	78.2%
	North America	2.9%	9.2%	15.5%	32.7%	39.6%	3.97	11,415	12.2%	15.5%	72.3%
	Oceania	4.1%	12.3%	15.1%	25.3%	43.2%	3.91	146	16.4%	15.1%	68.5%
	South America	7.6%	10.1%	7.6%	27.8%	46.8%	3.96	79	17.7%	7.6%	74.7%
Been to Reykjavik	Never been	3.2%	10.1%	18.1%	35.4%	33.1%	3.85	7,554	13.4%	18.1%	68.6%
	Have been	2.1%	7.2%	12.2%	31.4%	47.1%	4.14	12,987	9.3%	12.2%	78.5%
Country	USA	2.8%	9.1%	15.9%	32.9%	39.3%	3.97	10,092	12.0%	15.9%	72.1%
	UK	2.2%	4.5%	10.9%	32.8%	49.6%	4.23	1,739	6.7%	10.9%	82.4%
	Germany	1.8%	8.0%	13.9%	29.4%	46.9%	4.12	1,294	9.8%	13.9%	76.3%
	Canada	3.8%	10.1%	12.1%	32.0%	42.1%	3.99	1,250	13.8%	12.1%	74.1%
	Denmark	1.4%	8.8%	16.5%	37.2%	36.1%	3.98	970	10.2%	16.5%	73.3%
	Netherlands	2.2%	9.0%	13.9%	38.6%	36.3%	3.98	901	11.2%	13.9%	74.9%
	France	2.2%	5.1%	9.5%	32.8%	50.4%	4.24	857	7.4%	9.5%	83.2%
	Finland	1.0%	6.7%	16.2%	40.1%	36.0%	4.03	673	7.7%	16.2%	76.1%
	Norway	1.0%	4.3%	11.5%	35.0%	48.2%	4.25	608	5.3%	11.5%	83.2%
	Sweden	2.4%	8.0%	15.9%	31.5%	42.2%	4.03	585	10.4%	15.9%	73.7%
	Eastern Europe	1.4%	11.0%	9.6%	30.8%	47.3%	4.12	146	12.3%	9.6%	78.1%
	Southern Europe	2.8%	15.0%	20.6%	23.4%	38.3%	3.79	107	17.8%	20.6%	61.7%



Spurt var um nokkra þætti og að hversu miklu marki þátttakendur teldu þá tengjast Reykjavík. Fjallað er um hvern og einn hér á eftir og eru þættirnir eftirfarandi:

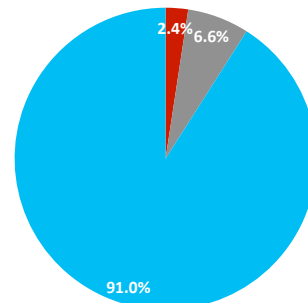
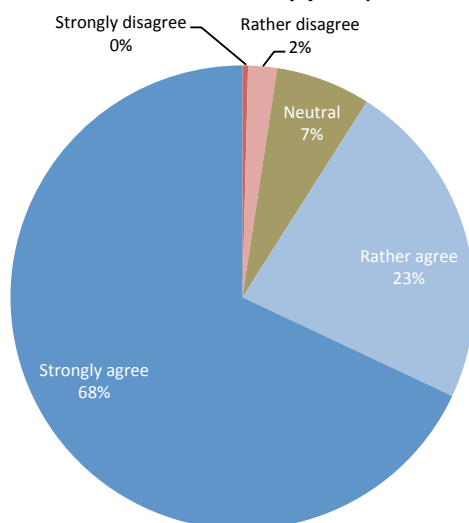
- Heitar laugar
- Sjálfbær nýting auðlinda
- Tenging við náttúru
- Tónlist
- Bókmenntir
- Menningarviðburðir
- Friður
- Reykjavík sem höfuðborg

Niðurstöður má sjá á átta blaðsíðum. Þær sýna að þátttakendur eru mjög eða fremur sammála því að heitar laugar, sjálfbær nýting auðlinda, tenging við náttúru, friður og Reykjavík sem höfuðborg séu þættir sem þeir tengja við Reykjavík. Einnig kemur fram að menningarviðburðir og tónlist eru einnig tengd borginni en jafnframt má sjá að þriðjungur þátttakenda er hlutlaus. Minnihluti tengir bókmenntir við borgina.

Ekki var um að ræða, svo heitið gæti, merkjanlegan mun milli þátttakenda um þá þætti sem spurt var um. Helsti munur á svörum tengist menningu því sjá má þegar rýnt er í krosskeyrslur að aldurshópurinn fimmtíu ára og eldri tengdi tónlist síður við borgina.

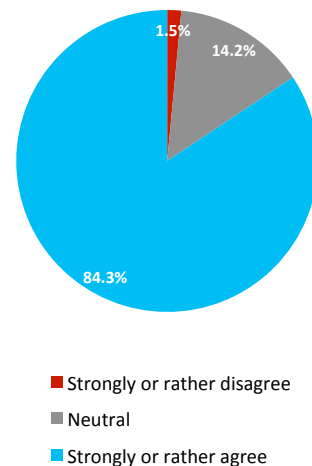
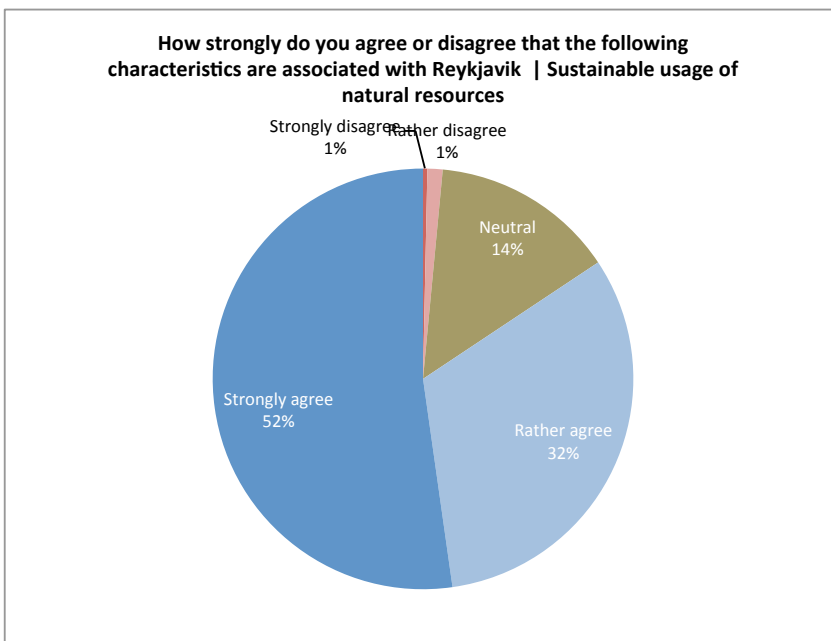


How strongly do you agree or disagree that the following characteristics are associated with Reykjavik | Geothermal pools



Strongly or rather disagree
Neutral
Strongly or rather agree

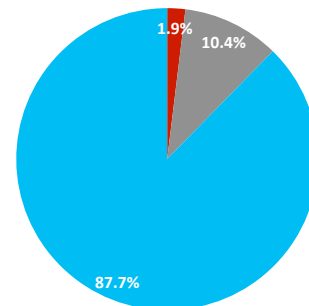
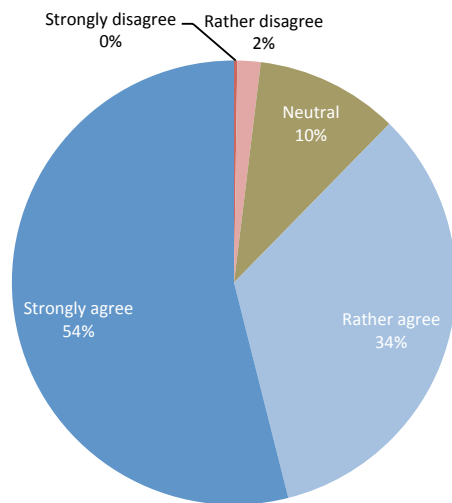
How strongly do you agree or disagree that the following characteristics are associated with Reykjavik Geothermal pools		Strongly disagree	Rather disagree	Neutral	Rather agree	Strongly agree	Scale 1-5	Count	Strongly or rather disagree	Neutral	Strongly or rather agree
Total	Total	0.4%	2.0%	6.6%	23.0%	68.0%	4.56	20,842	2.4%	6.6%	91.0%
Gender	Female	0.4%	1.9%	6.0%	20.9%	70.8%	4.60	9,765	2.3%	6.0%	91.7%
	Male	0.4%	2.1%	7.1%	24.8%	65.6%	4.53	10,836	2.5%	7.1%	90.4%
Age	18-29 years	0.6%	2.4%	8.5%	32.5%	56.0%	4.41	1,575	3.0%	8.5%	88.5%
	30-35 years	0.5%	2.8%	6.6%	25.7%	64.4%	4.51	2,241	3.3%	6.6%	90.1%
	36-50 years	0.3%	2.1%	6.6%	22.3%	68.7%	4.57	6,731	2.4%	6.6%	91.0%
	51-65 years	0.3%	1.9%	6.1%	21.8%	69.9%	4.59	7,260	2.2%	6.1%	91.7%
	66 years plus	0.5%	1.4%	6.7%	20.2%	71.1%	4.60	2,790	1.9%	6.7%	91.4%
Education	Primary school	0.5%	1.0%	13.3%	26.5%	58.7%	4.42	196	1.5%	13.3%	85.2%
	College / high school	0.4%	1.8%	7.7%	22.7%	67.4%	4.55	3,995	2.2%	7.7%	90.1%
	Undergraduate university degree	0.4%	1.8%	6.3%	22.9%	68.4%	4.57	5,791	2.3%	6.3%	91.4%
	Graduate university degree	0.4%	2.2%	6.1%	23.1%	68.2%	4.57	10,551	2.6%	6.1%	91.3%
Continents	Africa	0.0%	3.4%	10.3%	24.1%	62.1%	4.45	29	3.4%	10.3%	86.2%
	Asia	0.4%	1.2%	5.1%	32.0%	61.3%	4.53	253	1.6%	5.1%	93.3%
	Europe	0.4%	2.4%	7.2%	24.5%	65.4%	4.52	8,671	2.8%	7.2%	90.0%
	North America	0.4%	1.7%	6.2%	21.6%	70.2%	4.59	11,456	2.1%	6.2%	91.8%
	Oceania	0.7%	1.4%	4.8%	33.6%	59.6%	4.50	146	2.1%	4.8%	93.2%
South America	South America	0.0%	3.8%	7.5%	21.3%	67.5%	4.53	80	3.8%	7.5%	88.8%
	South America	0.0%	3.8%	7.5%	21.3%	67.5%	4.53	80	3.8%	7.5%	88.8%
Been to Reykjavik	Never been	0.3%	1.5%	6.9%	23.2%	68.1%	4.57	7,559	1.8%	6.9%	91.3%
	Have been	0.4%	2.3%	6.5%	22.9%	67.9%	4.55	12,996	2.8%	6.5%	90.8%
Country	USA	0.4%	1.7%	6.3%	21.3%	70.3%	4.59	10,129	2.1%	6.3%	91.6%
	UK	0.7%	3.2%	6.4%	24.0%	65.7%	4.51	1,741	3.8%	6.4%	89.7%
	Germany	0.5%	3.2%	10.0%	27.1%	59.3%	4.42	1,293	3.6%	10.0%	86.4%
	Canada	0.5%	1.4%	5.3%	23.3%	69.5%	4.60	1,254	1.9%	5.3%	92.8%
	Denmark	0.0%	1.3%	7.6%	22.9%	68.2%	4.58	966	1.3%	7.6%	91.1%
	Netherlands	0.2%	3.4%	9.7%	30.2%	56.4%	4.39	906	3.6%	9.7%	86.6%
	France	0.5%	1.4%	7.3%	27.4%	63.4%	4.52	860	1.9%	7.3%	90.8%
	Finland	0.1%	0.9%	5.3%	22.4%	71.2%	4.64	678	1.0%	5.3%	93.7%
	Norway	0.3%	2.1%	6.7%	19.9%	70.9%	4.59	612	2.5%	6.7%	90.8%
	Sweden	0.3%	2.4%	4.3%	17.7%	75.3%	4.65	583	2.7%	4.3%	93.0%
	Eastern Europe	0.7%	2.8%	5.5%	26.9%	64.1%	4.51	145	3.4%	5.5%	91.0%
	Southern Europe	0.0%	1.9%	2.8%	25.9%	69.4%	4.63	108	1.9%	2.8%	95.4%
	Southern Europe	0.0%	1.9%	2.8%	25.9%	69.4%	4.63	108	1.9%	2.8%	95.4%
	Southern Europe	0.0%	1.9%	2.8%	25.9%	69.4%	4.63	108	1.9%	2.8%	95.4%
	Southern Europe	0.0%	1.9%	2.8%	25.9%	69.4%	4.63	108	1.9%	2.8%	95.4%



How strongly do you agree or disagree that the following characteristics are associated with Reykjavik Sustainable usage of natural resources		Strongly disagree	Rather disagree	Neutral	Rather agree	Strongly agree	Scale 1-5	Count	Strongly or rather disagree	Neutral	Strongly or rather agree
Total	Total	0.3%	1.2%	14.2%	32.1%	52.2%	4.35	20,798	1.5%	14.2%	84.3%
Gender	Female	0.2%	1.0%	13.6%	29.9%	55.3%	4.39	9,732	1.2%	13.6%	85.2%
	Male	0.4%	1.3%	14.6%	34.2%	49.5%	4.31	10,823	1.7%	14.6%	83.7%
Age	18-29 years	0.6%	1.9%	17.1%	33.4%	47.0%	4.24	1,569	2.5%	17.1%	80.4%
	30-35 years	0.3%	1.7%	16.0%	33.0%	49.0%	4.29	2,234	2.0%	16.0%	82.0%
	36-50 years	0.4%	1.4%	15.0%	33.5%	49.7%	4.31	6,714	1.8%	15.0%	83.3%
	51-65 years	0.3%	0.9%	13.1%	31.2%	54.5%	4.39	7,249	1.2%	13.1%	85.7%
	66 years plus	0.1%	0.5%	11.9%	29.6%	57.8%	4.44	2,789	0.6%	11.9%	87.4%
Education	Primary school	0.5%	1.5%	15.4%	32.3%	50.3%	4.30	195	2.1%	15.4%	82.6%
	College / high school	0.3%	1.2%	12.5%	30.5%	55.6%	4.40	3,995	1.5%	12.5%	86.1%
	Undergraduate university degree	0.3%	0.9%	14.2%	32.7%	51.8%	4.35	5,771	1.2%	14.2%	84.5%
	Graduate university degree	0.3%	1.3%	14.7%	32.4%	51.3%	4.33	10,532	1.7%	14.7%	83.7%
Continents	Africa	0.0%	0.0%	10.0%	30.0%	60.0%	4.50	30	0.0%	10.0%	90.0%
	Asia	0.0%	0.8%	17.4%	26.9%	54.9%	4.36	253	0.8%	17.4%	81.8%
	Europe	0.3%	1.6%	15.7%	35.1%	47.3%	4.27	8,640	2.0%	15.7%	82.3%
	North America	0.3%	0.8%	12.8%	30.2%	55.9%	4.41	11,441	1.1%	12.8%	86.0%
	Oceania	0.7%	2.1%	15.1%	28.1%	54.1%	4.33	146	2.7%	15.1%	82.2%
	South America	1.3%	1.3%	21.3%	22.5%	53.8%	4.26	80	2.5%	21.3%	76.3%
Been to Reykjavik	Never been	0.3%	1.1%	17.2%	34.2%	47.1%	4.27	7,539	1.4%	17.2%	81.4%
	Have been	0.3%	1.2%	12.5%	30.8%	55.2%	4.39	12,974	1.5%	12.5%	86.0%
Country	USA	0.3%	0.8%	13.0%	30.1%	55.8%	4.40	10,115	1.1%	13.0%	85.9%
	UK	0.3%	1.6%	16.1%	34.8%	47.2%	4.27	1,734	1.9%	16.1%	82.0%
	Germany	0.4%	1.9%	13.9%	36.4%	47.4%	4.28	1,289	2.3%	13.9%	83.8%
	Canada	0.4%	0.6%	11.8%	31.6%	55.5%	4.41	1,255	1.0%	11.8%	87.2%
	Denmark	0.0%	1.6%	18.1%	34.2%	46.1%	4.25	965	1.6%	18.1%	80.3%
	Netherlands	0.2%	1.7%	16.6%	36.8%	44.7%	4.24	899	1.9%	16.6%	81.5%
	France	0.2%	1.6%	12.0%	32.4%	53.8%	4.38	853	1.9%	12.0%	86.2%
	Finland	0.3%	1.5%	16.3%	34.1%	37.8%	4.18	675	1.8%	16.3%	81.9%
	Norway	0.2%	1.1%	19.5%	37.7%	41.5%	4.19	610	1.3%	19.5%	79.2%
	Sweden	0.9%	2.1%	19.2%	32.2%	45.7%	4.20	584	2.9%	19.2%	77.9%
	Eastern Europe	0.0%	0.7%	12.5%	33.3%	53.5%	4.40	144	0.7%	12.5%	86.8%
	Southern Europe	0.0%	0.0%	10.1%	27.5%	62.4%	4.52	109	0.0%	10.1%	89.9%



How strongly do you agree or disagree that the following characteristics are associated with Reykjavik | Connection to nature

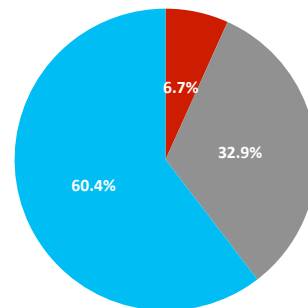
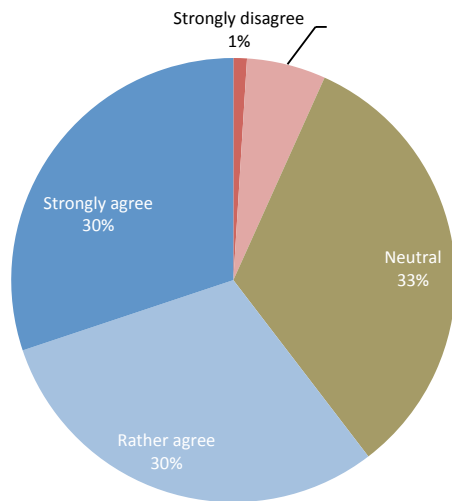


■ Strongly or rather disagree
■ Neutral
■ Strongly or rather agree

How strongly do you agree or disagree that the following characteristics are associated with Reykjavik Connection to nature		Strongly disagree	Rather disagree	Neutral	Rather agree	Strongly agree	Scale 1-5	Count	Strongly or rather disagree	Neutral	Strongly or rather agree
Total	Total	0.2%	1.7%	10.4%	33.7%	53.9%	4.39	20,768	1.9%	10.4%	87.7%
Gender	Female	0.2%	1.6%	8.6%	29.9%	59.6%	4.47	9,725	1.8%	8.6%	89.5%
	Male	0.2%	1.8%	12.0%	37.1%	48.9%	4.33	10,800	2.0%	12.0%	86.0%
Age	18-29 years	0.3%	2.5%	10.1%	33.9%	53.3%	4.37	1,568	2.7%	10.1%	87.1%
	30-35 years	0.2%	2.3%	11.6%	35.1%	50.7%	4.34	2,222	2.5%	11.6%	85.9%
	36-50 years	0.3%	1.9%	10.7%	34.1%	53.1%	4.38	6,692	2.1%	10.7%	87.1%
	51-65 years	0.2%	1.5%	10.5%	33.2%	54.7%	4.41	7,249	1.7%	10.5%	87.8%
	66 years plus	0.2%	0.9%	8.7%	33.3%	56.9%	4.46	2,792	1.1%	8.7%	90.2%
Education	Primary school	0.0%	1.6%	10.9%	25.4%	62.2%	4.48	193	1.6%	10.9%	87.6%
	College / high school	0.2%	1.3%	8.7%	32.1%	57.7%	4.46	3,988	1.5%	8.7%	89.8%
	Undergraduate university degree	0.3%	1.4%	10.4%	33.8%	54.2%	4.40	5,763	1.7%	10.4%	87.9%
	Graduate university degree	0.2%	2.0%	11.1%	34.6%	52.1%	4.36	10,515	2.2%	11.1%	86.7%
Continents	Africa	0.0%	6.7%	10.0%	36.7%	46.7%	4.23	30	6.7%	10.0%	83.3%
	Asia	0.0%	0.0%	9.8%	31.0%	59.2%	4.49	255	0.0%	9.8%	90.2%
	Europe	0.2%	2.1%	10.3%	34.7%	52.7%	4.38	8,632	2.3%	10.3%	87.4%
	North America	0.2%	1.4%	10.4%	33.2%	54.8%	4.41	11,421	1.6%	10.4%	88.0%
	Oceania	0.0%	3.4%	17.8%	33.6%	45.2%	4.21	146	3.4%	17.8%	78.8%
South America	South America	0.0%	1.3%	9.1%	27.3%	62.3%	4.51	77	1.3%	9.1%	89.6%
	Never been	0.1%	1.0%	9.3%	32.9%	56.7%	4.45	7,541	1.1%	9.3%	89.6%
Have been	Have been	0.3%	2.1%	11.1%	34.3%	52.2%	4.36	12,940	2.4%	11.1%	86.5%
Country	USA	0.2%	1.4%	10.5%	32.9%	55.1%	4.41	10,095	1.6%	10.5%	87.9%
	UK	0.5%	2.7%	13.9%	39.9%	43.0%	4.22	1,739	3.2%	13.9%	82.9%
	Germany	0.1%	3.1%	13.2%	35.3%	48.4%	4.29	1,284	3.2%	13.2%	83.6%
	Canada	0.4%	1.3%	10.4%	36.4%	51.5%	4.37	1,254	1.7%	10.4%	88.0%
	Denmark	0.1%	0.7%	7.3%	27.4%	64.5%	4.55	960	0.8%	7.3%	91.9%
	Netherlands	0.1%	1.6%	9.4%	37.8%	51.2%	4.38	898	1.7%	9.4%	89.0%
	France	0.1%	2.7%	9.5%	33.9%	53.9%	4.39	856	2.8%	9.5%	87.7%
	Finland	0.1%	1.2%	6.2%	37.7%	54.7%	4.46	676	1.3%	6.2%	92.5%
	Norway	0.2%	1.5%	9.0%	36.3%	53.1%	4.41	612	1.6%	9.0%	89.4%
	Sweden	0.2%	1.0%	5.9%	32.0%	61.0%	4.53	579	1.2%	5.9%	92.9%
	Eastern Europe	0.0%	0.0%	10.3%	36.3%	53.4%	4.43	146	0.0%	10.3%	89.7%
	Southern Europe	0.0%	0.9%	12.8%	25.7%	60.6%	4.46	109	0.9%	12.8%	86.2%



How strongly do you agree or disagree that the following characteristics are associated with Reykjavik | Music

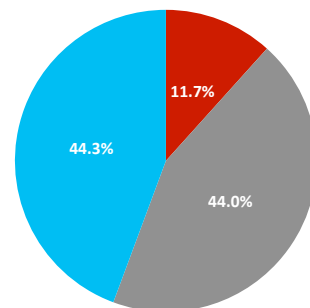
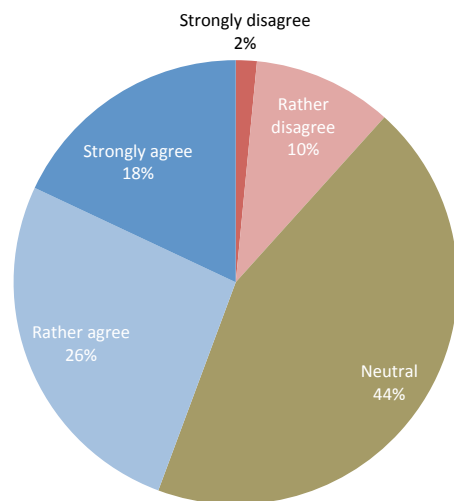


Strongly or rather disagree
Neutral
Strongly or rather agree

How strongly do you agree or disagree that the following characteristics are associated with Reykjavik Music		Strongly disagree	Rather disagree	Neutral	Rather agree	Strongly agree	Scale 1-5	Count	Strongly or rather disagree	Neutral	Strongly or rather agree
Total	Total	1.0%	5.8%	32.9%	30.3%	30.1%	3.83	20,786	6.7%	32.9%	60.4%
Gender	Female	0.8%	4.6%	30.1%	29.6%	34.8%	3.93	9,730	5.4%	30.1%	64.4%
	Male	1.1%	6.8%	35.3%	30.9%	25.9%	3.74	10,815	7.9%	35.3%	56.8%
Age	18-29 years	1.0%	7.7%	22.2%	26.4%	42.8%	4.02	1,567	8.6%	22.2%	69.2%
	30-35 years	1.0%	5.3%	23.6%	29.4%	40.7%	4.03	2,231	6.3%	23.6%	70.1%
	36-50 years	1.0%	6.2%	28.9%	31.1%	32.7%	3.88	6,722	7.2%	28.9%	63.9%
	51-65 years	0.9%	5.5%	37.1%	31.1%	25.4%	3.75	7,251	6.4%	37.1%	56.6%
	66 years plus	1.2%	4.8%	44.6%	28.9%	20.5%	3.63	2,775	5.9%	44.6%	49.5%
Education	Primary school	1.5%	5.2%	39.2%	26.8%	27.3%	3.73	194	6.7%	39.2%	54.1%
	College / high school	0.9%	5.1%	34.0%	30.7%	29.3%	3.82	3,983	6.0%	34.0%	60.0%
	Undergraduate university degree	0.8%	5.2%	31.2%	30.9%	32.0%	3.88	5,771	6.0%	31.2%	62.8%
	Graduate university degree	1.1%	6.4%	33.1%	29.8%	29.5%	3.80	10,532	7.5%	33.1%	59.4%
Continents	Africa	0.0%	13.3%	43.3%	13.3%	30.0%	3.60	30	13.3%	43.3%	43.3%
	Asia	1.6%	5.1%	38.8%	30.6%	23.9%	3.70	255	6.7%	38.8%	54.5%
	Europe	1.2%	6.8%	32.7%	31.5%	27.8%	3.78	8,647	8.0%	32.7%	59.3%
	North America	0.8%	5.0%	32.9%	29.4%	32.0%	3.87	11,425	5.8%	32.9%	61.3%
	Oceania	1.4%	5.5%	24.7%	32.9%	35.6%	3.96	146	6.8%	24.7%	68.5%
	South America	1.3%	11.5%	29.5%	29.5%	28.2%	3.72	78	12.8%	29.5%	57.7%
Been to Reykjavik	Never been	1.0%	6.4%	37.9%	29.4%	25.3%	3.72	7,543	7.4%	37.9%	54.7%
	Have been	0.9%	5.4%	29.8%	30.8%	33.0%	3.90	12,957	6.3%	29.8%	63.8%
Country	USA	0.8%	5.1%	33.8%	29.4%	30.9%	3.84	10,099	6.0%	33.8%	60.3%
	UK	1.4%	7.5%	38.7%	30.8%	21.5%	3.63	1,738	9.0%	38.7%	52.3%
	Germany	0.8%	5.9%	24.1%	30.1%	39.1%	4.01	1,291	6.7%	24.1%	69.2%
	Canada	0.6%	3.5%	26.1%	29.6%	40.2%	4.05	1,255	4.1%	26.1%	69.8%
	Denmark	1.2%	8.3%	37.9%	30.2%	22.4%	3.64	965	9.5%	37.9%	52.5%
	Netherlands	1.0%	7.7%	33.4%	33.1%	24.8%	3.73	900	8.7%	33.4%	57.9%
	France	0.9%	3.6%	29.8%	32.5%	33.2%	3.93	856	4.6%	29.8%	65.7%
	Finland	1.9%	9.3%	41.5%	30.8%	16.4%	3.51	675	11.3%	41.5%	47.3%
	Norway	0.8%	7.4%	32.9%	33.4%	25.5%	3.75	611	8.2%	32.9%	58.9%
	Sweden	1.4%	6.7%	36.3%	31.3%	24.3%	3.71	584	8.0%	36.3%	55.7%
	Eastern Europe	0.7%	2.8%	32.4%	29.7%	34.5%	3.94	145	3.4%	32.4%	64.1%
	Southern Europe	1.9%	5.6%	22.2%	32.4%	38.0%	3.99	108	7.4%	22.2%	70.4%



How strongly do you agree or disagree that the following characteristics are associated with Reykjavik | Literature

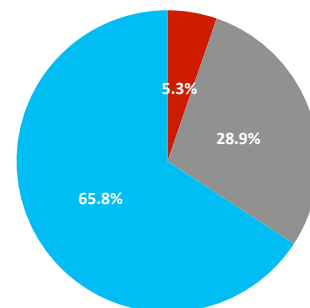
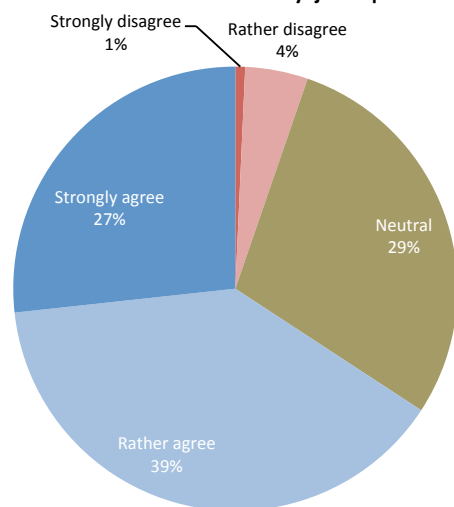


■ Strongly or rather disagree
■ Neutral
■ Strongly or rather agree

How strongly do you agree or disagree that the following characteristics are associated with Reykjavik Literature		Strongly disagree	Rather disagree	Neutral	Rather agree	Strongly agree	Scale 1-5	Count	Strongly or rather disagree	Neutral	Strongly or rather agree
Total	Total	1.5%	10.1%	44.0%	26.3%	18.0%	3.49	20,740	11.7%	44.0%	44.3%
Gender	Female	1.3%	8.0%	41.8%	27.0%	22.0%	3.60	9,702	9.3%	41.8%	49.0%
	Male	1.8%	12.1%	45.9%	25.8%	14.4%	3.39	10,795	13.9%	45.9%	40.2%
Age	18-29 years	1.7%	14.1%	40.7%	24.1%	19.4%	3.45	1,569	15.8%	40.7%	43.5%
	30-35 years	2.1%	12.7%	43.4%	24.3%	17.4%	3.42	2,222	14.9%	43.4%	41.8%
	36-50 years	1.8%	12.2%	44.3%	25.0%	16.7%	3.43	6,704	14.0%	44.3%	41.7%
	51-65 years	1.2%	8.3%	43.9%	28.1%	18.6%	3.55	7,232	9.4%	43.9%	46.7%
	66 years plus	1.3%	6.0%	45.5%	27.6%	19.6%	3.58	2,771	7.3%	45.5%	47.2%
Education	Primary school	2.6%	12.3%	45.6%	24.1%	15.4%	3.37	195	14.9%	45.6%	39.5%
	College / high school	1.3%	8.4%	44.2%	26.8%	19.3%	3.54	3,975	9.7%	44.2%	46.1%
	Undergraduate university degree	1.3%	9.7%	44.8%	26.4%	17.8%	3.50	5,759	11.0%	44.8%	44.2%
	Graduate university degree	1.7%	11.1%	43.4%	26.2%	17.7%	3.47	10,506	12.8%	43.4%	43.9%
Continents	Africa	0.0%	13.3%	50.0%	23.3%	13.3%	3.37	30	13.3%	50.0%	36.7%
	Asia	2.0%	10.2%	50.0%	22.8%	15.0%	3.39	254	12.2%	50.0%	37.8%
	Europe	1.8%	11.7%	42.6%	26.4%	17.5%	3.46	8,626	13.5%	42.6%	43.9%
	North America	1.3%	9.0%	44.9%	26.3%	18.5%	3.52	11,397	10.3%	44.9%	44.8%
	Oceania	0.7%	6.2%	41.1%	30.8%	21.2%	3.66	146	6.8%	41.1%	52.1%
	South America	1.3%	12.5%	42.5%	30.0%	13.8%	3.43	80	13.8%	42.5%	43.8%
Been to Reykjavik	Never been	1.7%	11.5%	48.9%	23.7%	14.0%	3.37	7,538	13.3%	48.9%	37.8%
	Have been	1.4%	9.4%	41.0%	27.9%	20.4%	3.57	12,918	10.7%	41.0%	48.3%
Country	USA	1.4%	9.1%	45.8%	26.4%	17.3%	3.49	10,079	10.5%	45.8%	43.7%
	UK	1.9%	12.1%	46.0%	26.1%	13.8%	3.38	1,733	14.0%	46.0%	40.0%
	Germany	1.1%	10.9%	32.3%	30.1%	25.7%	3.68	1,286	12.0%	32.3%	55.8%
	Canada	0.8%	7.9%	38.8%	25.4%	27.0%	3.70	1,246	8.7%	38.8%	52.5%
	Denmark	2.1%	11.8%	46.7%	24.9%	14.4%	3.38	963	13.9%	46.7%	39.4%
	Netherlands	1.7%	13.7%	46.9%	25.7%	12.0%	3.33	899	15.4%	46.9%	37.7%
	France	1.3%	8.6%	43.4%	27.0%	19.7%	3.55	851	9.9%	43.4%	46.8%
	Finland	3.8%	15.5%	50.4%	20.6%	9.6%	3.17	676	19.4%	50.4%	30.2%
	Norway	1.0%	10.8%	44.0%	28.6%	15.6%	3.47	609	11.8%	44.0%	44.2%
	Sweden	1.5%	11.3%	41.9%	26.4%	18.9%	3.50	583	12.9%	41.9%	45.3%
	Eastern Europe	0.7%	15.3%	43.1%	25.7%	15.3%	3.40	144	16.0%	43.1%	41.0%
	Southern Europe	1.8%	14.7%	46.8%	21.1%	15.6%	3.34	109	16.5%	46.8%	36.7%



How strongly do you agree or disagree that the following characteristics are associated with Reykjavík | Cultural events

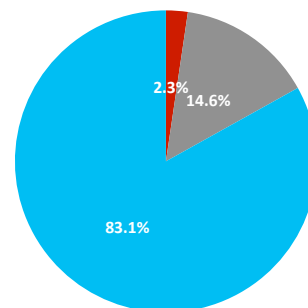
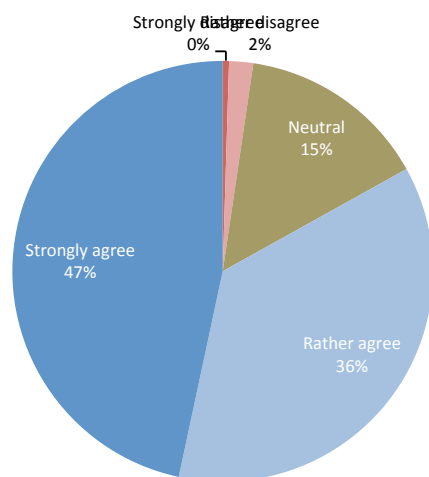


■ Strongly or rather disagree
■ Neutral
■ Strongly or rather agree

How strongly do you agree or disagree that the following characteristics are associated with Reykjavík Cultural events		Strongly disagree	Rather disagree	Neutral	Rather agree	Strongly agree	Scale 1-5	Count	Strongly or rather disagree	Neutral	Strongly or rather agree
Total	Total	0.7%	4.6%	28.9%	39.1%	26.7%	3.87	20,701	5.3%	28.9%	65.8%
Gender	Female	0.6%	3.5%	26.3%	37.3%	32.3%	3.97	9,688	4.1%	26.3%	69.5%
	Male	0.8%	5.5%	31.2%	40.7%	21.8%	3.77	10,772	6.3%	31.2%	62.4%
Age	18-29 years	1.1%	4.9%	22.7%	38.1%	33.2%	3.98	1,560	6.0%	22.7%	71.3%
	30-35 years	0.4%	5.7%	24.5%	39.8%	29.6%	3.93	2,226	6.1%	24.5%	69.4%
	36-50 years	0.9%	5.1%	29.1%	38.6%	26.3%	3.85	6,684	5.9%	29.1%	64.9%
	51-65 years	0.6%	3.9%	29.9%	39.9%	25.7%	3.86	7,224	4.5%	29.9%	65.6%
	66 years plus	0.7%	3.9%	33.0%	38.2%	24.3%	3.81	2,765	4.6%	33.0%	62.4%
Education	Primary school	0.5%	3.6%	32.3%	37.9%	25.6%	3.85	195	4.1%	32.3%	63.6%
	College / high school	0.8%	3.2%	26.9%	39.3%	29.8%	3.94	3,962	4.0%	26.9%	69.1%
	Undergraduate university degree	0.6%	3.8%	27.3%	40.0%	28.3%	3.92	5,741	4.4%	27.3%	68.4%
	Graduate university degree	0.8%	5.5%	30.5%	38.5%	24.8%	3.81	10,498	6.3%	30.5%	63.3%
Continents	Africa	0.0%	13.3%	33.3%	23.3%	30.0%	3.70	30	13.3%	33.3%	53.3%
	Asia	1.6%	7.1%	34.8%	29.6%	26.9%	3.73	253	8.7%	34.8%	56.5%
	Europe	0.8%	5.5%	31.4%	38.1%	24.2%	3.79	8,605	6.3%	31.4%	62.3%
	North America	0.6%	3.8%	26.9%	40.1%	28.6%	3.92	11,382	4.4%	26.9%	68.7%
	Oceania	1.4%	3.4%	28.1%	36.3%	30.8%	3.92	146	4.8%	28.1%	67.1%
South America	South America	1.3%	5.1%	35.4%	43.0%	15.2%	3.66	79	6.3%	35.4%	58.2%
	Never been	0.8%	4.7%	30.0%	40.2%	24.2%	3.82	7,522	5.5%	30.0%	64.5%
Have been	Have been	0.6%	4.5%	28.2%	38.4%	28.2%	3.89	12,894	5.1%	28.2%	66.7%
Country	USA	0.6%	3.9%	27.9%	40.2%	27.4%	3.90	10,061	4.5%	27.9%	67.6%
	UK	0.8%	5.5%	33.9%	38.9%	20.8%	3.73	1,736	6.3%	33.9%	59.7%
	Germany	0.5%	4.9%	25.7%	36.4%	32.5%	3.96	1,286	5.4%	25.7%	68.9%
	Canada	0.5%	2.7%	19.6%	39.6%	37.6%	4.11	1,250	3.2%	19.6%	77.2%
	Denmark	0.9%	5.5%	38.4%	35.8%	19.5%	3.67	951	6.4%	38.4%	55.2%
	Netherlands	0.9%	4.9%	31.5%	40.5%	22.2%	3.78	893	5.8%	31.5%	62.7%
	France	0.6%	5.9%	26.6%	41.0%	26.0%	3.86	851	6.5%	26.6%	67.0%
	Finland	1.2%	9.0%	37.1%	37.7%	15.1%	3.56	677	10.2%	37.1%	52.7%
	Norway	0.2%	4.1%	32.6%	38.5%	24.6%	3.83	605	4.3%	32.6%	63.1%
	Sweden	0.9%	6.4%	35.2%	37.8%	19.7%	3.69	579	7.3%	35.2%	57.5%
	Eastern Europe	1.4%	4.1%	22.1%	42.1%	30.3%	3.96	145	5.5%	22.1%	72.4%
	Southern Europe	0.9%	7.3%	33.9%	31.2%	26.6%	3.75	109	8.3%	33.9%	57.8%



How strongly do you agree or disagree that the following characteristics are associated with Reykjavik | Peace (Refers to both peace of nature and peace from conflict)

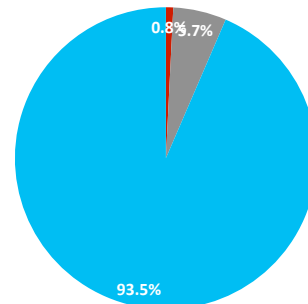
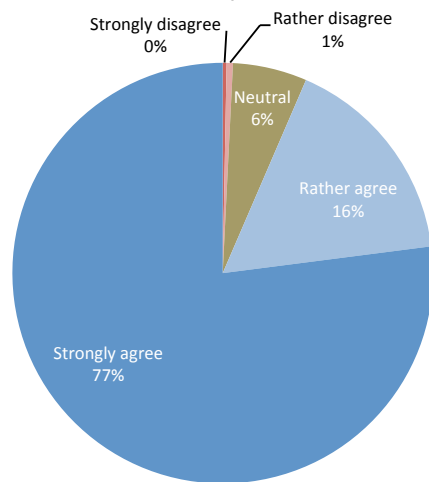


■ Strongly or rather disagree
■ Neutral
■ Strongly or rather agree

How strongly do you agree or disagree that the following characteristics are associated with Reykjavik Peace (Refers to both peace of nature and peace from conflict)		Strongly disagree	Rather disagree	Neutral	Rather agree	Strongly agree	Scale 1-5	Count	Strongly or rather disagree	Neutral	Strongly or rather agree
Total	Total	0.5%	1.9%	14.6%	36.4%	46.6%	4.27	20,751	2.3%	14.6%	83.1%
Gender	Female	0.4%	1.6%	13.1%	34.5%	50.4%	4.33	9,706	2.0%	13.1%	84.9%
	Male	0.5%	2.0%	15.9%	38.3%	43.2%	4.22	10,802	2.6%	15.9%	81.5%
Age	18-29 years	0.5%	0.9%	12.8%	33.7%	52.1%	4.36	1,571	1.4%	12.8%	85.8%
	30-35 years	0.4%	2.4%	14.6%	36.6%	46.0%	4.25	2,225	2.8%	14.6%	82.6%
	36-50 years	0.5%	2.2%	15.8%	37.0%	44.5%	4.23	6,706	2.7%	15.8%	81.6%
	51-65 years	0.5%	1.7%	14.1%	36.5%	47.2%	4.28	7,228	2.2%	14.1%	83.7%
	66 years plus	0.4%	1.5%	13.9%	36.6%	47.6%	4.29	2,779	1.9%	13.9%	84.2%
Education	Primary school	0.0%	0.5%	15.4%	36.4%	47.7%	4.31	195	0.5%	15.4%	84.1%
	College / high school	0.4%	1.2%	11.7%	33.8%	52.9%	4.38	3,972	1.6%	11.7%	86.7%
	Undergraduate university degree	0.4%	1.3%	13.7%	35.8%	48.8%	4.31	5,760	1.7%	13.7%	84.6%
	Graduate university degree	0.6%	2.4%	16.1%	37.8%	43.1%	4.20	10,517	3.0%	16.1%	80.9%
Continents	Africa	0.0%	3.3%	6.7%	33.3%	56.7%	4.43	30	3.3%	6.7%	90.0%
	Asia	0.4%	0.8%	11.4%	27.1%	60.4%	4.46	255	1.2%	11.4%	87.5%
	Europe	0.5%	2.4%	15.8%	38.5%	42.8%	4.21	8,621	2.9%	15.8%	81.3%
	North America	0.5%	1.4%	13.9%	35.1%	49.1%	4.31	11,414	1.9%	13.9%	84.2%
	Oceania	0.0%	2.7%	13.7%	36.3%	47.3%	4.28	146	2.7%	13.7%	83.6%
	South America	0.0%	0.0%	8.9%	35.4%	55.7%	4.47	79	0.0%	8.9%	91.1%
Been to Reykjavik	Never been	0.3%	1.5%	15.3%	37.3%	45.6%	4.26	7,547	1.9%	15.3%	82.9%
	Have been	0.6%	2.0%	14.3%	36.0%	47.2%	4.27	12,918	2.6%	14.3%	83.1%
Country	USA	0.4%	1.5%	14.1%	35.3%	48.7%	4.30	10,092	1.9%	14.1%	84.0%
	UK	0.9%	2.6%	17.8%	41.4%	37.4%	4.12	1,724	3.5%	17.8%	78.7%
	Germany	0.5%	2.4%	20.7%	39.3%	37.2%	4.10	1,288	2.9%	20.7%	76.5%
	Canada	0.7%	1.0%	12.7%	34.4%	51.1%	4.34	1,250	1.8%	12.7%	85.5%
	Denmark	0.1%	2.7%	15.9%	38.1%	43.2%	4.22	958	2.8%	15.9%	81.3%
	Netherlands	0.1%	1.9%	12.5%	40.7%	44.8%	4.28	899	2.0%	12.5%	85.5%
	France	0.5%	2.0%	13.3%	37.5%	46.8%	4.28	857	2.5%	13.3%	84.2%
	Finland	0.1%	1.8%	11.7%	39.9%	46.5%	4.31	677	1.9%	11.7%	86.4%
	Norway	0.7%	4.0%	18.3%	37.7%	39.4%	4.11	607	4.6%	18.3%	77.1%
	Sweden	0.9%	1.9%	15.5%	36.4%	45.4%	4.24	582	2.7%	15.5%	81.8%
	Eastern Europe	0.0%	1.4%	12.4%	22.1%	64.1%	4.49	145	1.4%	12.4%	86.2%
	Southern Europe	0.0%	0.9%	11.1%	30.6%	57.4%	4.44	108	0.9%	11.1%	88.0%



How strongly do you agree or disagree that the following characteristics are associated with Reykjavik | The Icelandic capital city

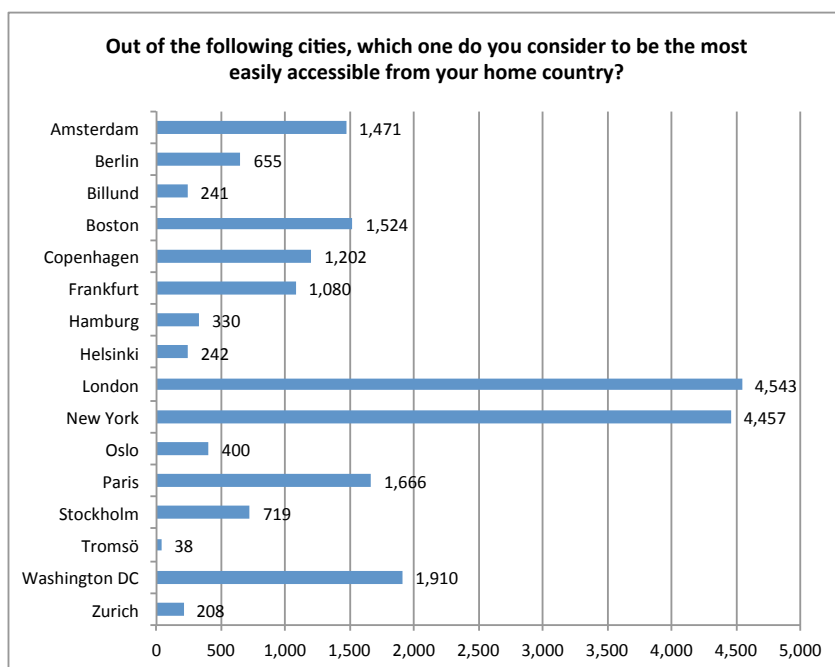


■ Strongly or rather disagree
■ Neutral
■ Strongly or rather agree

How strongly do you agree or disagree that the following characteristics are associated with Reykjavik The Icelandic capital city		Strongly disagree	Rather disagree	Neutral	Rather agree	Strongly agree	Scale 1-5	Count	Strongly or rather disagree	Neutral	Strongly or rather agree
Total	Total	0.3%	0.5%	5.7%	16.5%	77.0%	4.69	20,736	0.8%	5.7%	93.5%
Gender	Female	0.2%	0.4%	5.0%	14.9%	79.4%	4.73	9,709	0.7%	5.0%	94.3%
	Male	0.3%	0.6%	6.2%	17.9%	75.1%	4.67	10,783	0.9%	6.2%	92.9%
Age	18-29 years	0.2%	0.5%	3.7%	13.9%	81.7%	4.76	1,572	0.7%	3.7%	95.6%
	30-35 years	0.4%	0.6%	4.4%	13.6%	81.0%	4.74	2,228	1.0%	4.4%	94.6%
	36-50 years	0.3%	0.5%	5.6%	15.3%	78.4%	4.71	6,706	0.7%	5.6%	93.7%
	51-65 years	0.3%	0.5%	5.8%	17.8%	75.6%	4.68	7,220	0.8%	5.8%	93.4%
	66 years plus	0.3%	0.4%	7.7%	19.3%	72.3%	4.63	2,767	0.7%	7.7%	91.6%
Education	Primary school	0.5%	0.5%	8.1%	24.4%	66.5%	4.56	197	1.0%	8.1%	90.9%
	College / high school	0.2%	0.7%	7.0%	16.8%	75.4%	4.66	3,971	0.9%	7.0%	92.1%
	Undergraduate university degree	0.3%	0.3%	4.9%	16.0%	78.5%	4.72	5,759	0.6%	4.9%	94.5%
	Graduate university degree	0.3%	0.5%	5.6%	16.4%	77.3%	4.70	10,501	0.8%	5.6%	93.6%
Continents	Africa	0.0%	0.0%	20.0%	10.0%	70.0%	4.50	30	0.0%	20.0%	80.0%
	Asia	0.0%	0.4%	6.3%	19.6%	73.7%	4.67	255	0.4%	6.3%	93.3%
	Europe	0.3%	0.8%	6.4%	18.8%	73.7%	4.65	8,627	1.1%	6.4%	92.5%
	North America	0.3%	0.3%	5.1%	14.7%	79.6%	4.73	11,392	0.6%	5.1%	94.4%
	Oceania	0.0%	1.4%	5.5%	13.1%	80.0%	4.72	145	1.4%	5.5%	93.1%
	South America	1.3%	0.0%	3.8%	12.5%	82.5%	4.75	80	1.3%	3.8%	95.0%
Been to Reykjavik	Never been	0.3%	0.5%	6.3%	17.8%	75.1%	4.67	7,525	0.7%	6.3%	92.9%
	Have been	0.3%	0.5%	5.3%	15.7%	78.3%	4.71	12,924	0.8%	5.3%	93.9%
Country	USA	0.3%	0.2%	5.3%	15.0%	79.2%	4.73	10,067	0.5%	5.3%	94.2%
	UK	0.5%	0.4%	3.0%	15.6%	80.6%	4.75	1,729	0.9%	3.0%	96.1%
	Germany	0.2%	1.2%	7.6%	18.4%	72.6%	4.62	1,287	1.3%	7.6%	91.1%
	Canada	0.5%	0.4%	3.6%	12.4%	83.1%	4.77	1,252	0.9%	3.6%	95.5%
	Denmark	0.3%	1.3%	9.7%	23.1%	65.6%	4.52	963	1.7%	9.7%	88.7%
	Netherlands	0.2%	1.0%	5.8%	22.0%	71.0%	4.63	900	1.2%	5.8%	93.0%
	France	0.5%	0.4%	7.2%	20.3%	71.7%	4.62	851	0.8%	7.2%	92.0%
	Finland	0.3%	0.7%	5.6%	19.2%	74.2%	4.66	678	1.0%	5.6%	93.4%
	Norway	0.0%	0.7%	9.8%	21.9%	67.6%	4.57	612	0.7%	9.8%	89.5%
	Sweden	0.2%	0.3%	6.2%	17.5%	75.8%	4.68	583	0.5%	6.2%	93.3%
	Eastern Europe	0.0%	0.0%	1.4%	16.7%	81.9%	4.81	144	0.0%	1.4%	98.6%
	Southern Europe	0.0%	0.0%	4.6%	19.3%	76.1%	4.72	109	0.0%	4.6%	95.4%



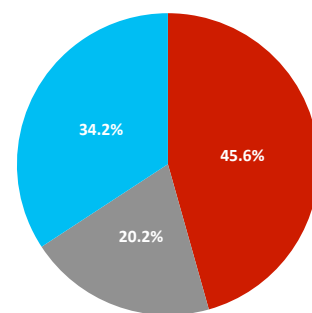
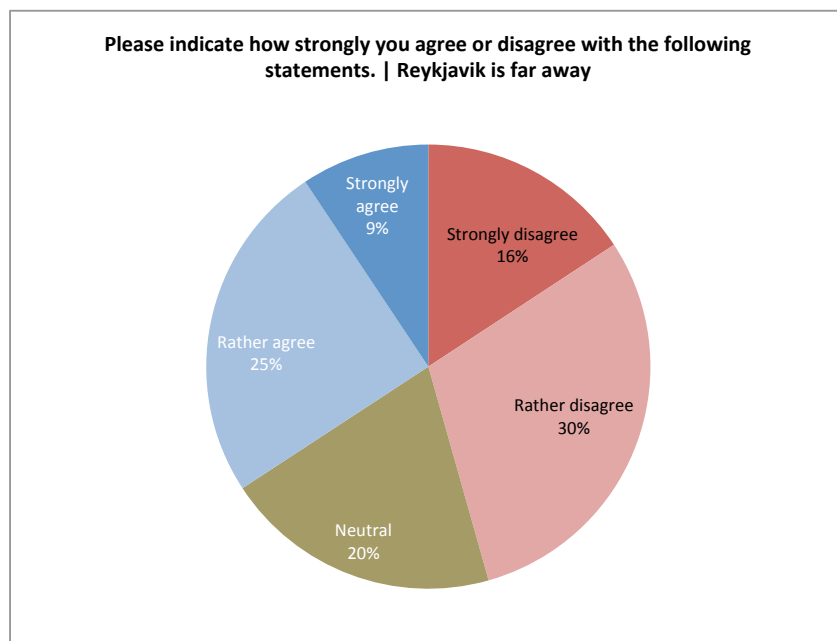
Þátttakendur voru beðnir að velja af flettilista þær borgir sem þeir töldu aðgengilegastar frá þeirra heimalandi. Þátttakendum rýnihópa varð tíðrætt um að auðveldara væri að ferðast til Reykjavíkur en þeir höfðu talið og því var skoðað hvaða borgir væru taldar aðgengilegastar.



Out of the following cities, which one do you consider to be the most easily accessible from your home country?		Amsterdam	Berlin	Billund	Boston	Copenhagen	Frankfurt	Hamburg	Helsinki	London	New York	Oslo	Paris	Stockholm	Tromsø	Washington DC	Zurich	None of these cities	Count
Total	Total	7.0%	3.1%	1.2%	7.3%	5.7%	5.2%	1.6%	1.2%	21.7%	21.3%	1.9%	8.0%	3.4%	0.2%	9.1%	1.0%	1.2%	20,942
Gender	Female	6.7%	3.1%	1.1%	8.1%	5.4%	4.9%	1.5%	1.0%	20.4%	22.6%	1.9%	8.0%	3.5%	0.2%	9.5%	0.8%	1.4%	9,812
	Male	7.4%	3.2%	1.2%	6.5%	6.1%	5.4%	1.7%	1.3%	22.8%	20.0%	1.9%	8.0%	3.3%	0.2%	8.8%	1.1%	1.1%	10,883
Age	18-29 years	6.1%	6.3%	0.6%	8.6%	4.4%	5.3%	2.1%	1.0%	14.9%	26.4%	1.9%	8.6%	2.4%	0.1%	8.9%	1.3%	1.3%	1,578
	30-35 years	5.8%	5.2%	0.7%	6.5%	4.0%	5.7%	1.6%	1.4%	18.5%	25.1%	2.0%	8.5%	3.6%	0.3%	8.3%	1.6%	1.2%	2,246
	36-50 years	7.0%	3.4%	1.4%	6.4%	6.3%	5.7%	1.9%	1.5%	20.2%	20.4%	2.1%	7.8%	4.2%	0.2%	9.1%	1.1%	1.3%	6,744
	51-65 years	7.7%	2.1%	1.1%	7.7%	5.9%	4.6%	1.3%	0.9%	23.0%	20.9%	1.6%	8.6%	3.3%	0.2%	9.3%	0.7%	1.1%	7,309
	66 years plus	7.1%	1.7%	1.3%	7.7%	6.1%	4.7%	1.2%	1.1%	28.0%	18.4%	2.2%	6.4%	2.5%	0.1%	9.5%	0.7%	1.3%	2,815
Education	Primary school	6.1%	5.1%	8.1%	3.0%	16.7%	8.1%	5.6%	2.5%	13.6%	8.1%	4.0%	5.6%	6.6%	0.0%	3.0%	1.5%	2.5%	198
	College / high school	8.3%	3.0%	1.2%	7.5%	5.8%	5.2%	1.9%	1.5%	20.4%	20.0%	1.8%	7.6%	4.0%	0.2%	8.5%	1.2%	1.8%	4,031
	Undergraduate university degree	7.0%	2.7%	1.4%	8.0%	5.3%	3.8%	1.1%	0.7%	21.1%	26.5%	1.6%	6.2%	2.8%	0.1%	9.8%	0.6%	1.1%	5,803
	Graduate university degree	6.6%	3.4%	0.9%	6.8%	5.7%	5.8%	1.7%	1.2%	22.7%	19.2%	2.0%	9.2%	3.5%	0.2%	9.1%	1.1%	1.0%	10,596
Continents	Africa	10.0%	3.3%	0.0%	3.3%	3.3%	10.0%	3.3%	0.0%	23.3%	6.7%	0.0%	26.7%	3.3%	0.0%	0.0%	3.3%	3.3%	30
	Asia	7.1%	4.3%	0.0%	2.7%	3.1%	8.2%	0.4%	7.5%	25.9%	14.9%	1.6%	9.4%	2.0%	0.4%	2.4%	2.4%	7.8%	255
	Europe	11.0%	6.9%	2.7%	1.0%	12.2%	8.0%	3.6%	2.3%	20.0%	2.2%	3.7%	15.1%	7.5%	0.3%	0.9%	1.8%	0.8%	8,706
	North America	4.1%	0.3%	0.0%	12.2%	1.1%	2.9%	0.1%	0.2%	22.7%	35.9%	0.5%	1.5%	0.5%	0.1%	15.7%	0.3%	1.0%	11,502
	Oceania	2.0%	0.7%	0.0%	0.7%	1.0%	2.7%	0.7%	0.7%	40.8%	5.4%	1.4%	11.6%	0.7%	0.0%	4.1%	0.0%	26.5%	147
	South America	7.5%	2.5%	0.0%	1.3%	0.0%	3.8%	0.0%	1.3%	16.3%	47.5%	1.3%	10.0%	0.0%	0.0%	3.8%	1.3%	3.8%	80
Been to Reykjavik	Never been	6.4%	2.5%	1.0%	7.5%	3.2%	4.3%	1.1%	1.2%	21.0%	26.5%	1.1%	6.7%	3.8%	0.1%	11.5%	0.8%	1.2%	7,611
	Have been	7.4%	3.5%	1.2%	7.1%	7.2%	5.6%	1.8%	1.1%	22.1%	18.3%	2.4%	8.6%	3.2%	0.2%	7.7%	1.1%	1.2%	13,043
Country	USA	4.2%	0.2%	0.0%	11.9%	1.1%	3.0%	0.0%	0.2%	23.3%	33.8%	0.5%	2.5%	0.4%	0.0%	17.4%	0.3%	0.8%	10,172
	UK	13.0%	1.4%	0.1%	1.4%	1.8%	0.7%	0.2%	0.1%	13.7%	2.9%	0.7%	32.0%	0.1%	0.1%	0.9%	0.5%	0.3%	1,748
	Germany	5.1%	17.2%	0.5%	0.5%	3.2%	40.4%	15.5%	0.5%	5.7%	1.6%	0.6%	3.4%	0.6%	0.1%	0.2%	3.9%	1.0%	1,296
	Canada	3.3%	0.2%	0.0%	15.0%	0.4%	2.3%	0.2%	0.3%	18.5%	51.5%	0.5%	1.8%	0.8%	0.1%	2.1%	0.5%	2.5%	1,256
	Denmark	1.4%	13.6%	21.6%	0.4%	34.6%	0.6%	6.2%	0.1%	11.0%	0.8%	3.6%	0.5%	4.3%	0.0%	0.3%	0.4%	0.6%	974
	Netherlands	52.3%	6.5%	0.0%	0.3%	1.7%	3.2%	3.3%	0.3%	10.9%	1.0%	0.8%	17.6%	0.8%	0.1%	0.6%	0.3%	0.3%	907
	France	6.3%	3.6%	0.0%	0.2%	2.0%	2.2%	0.2%	0.2%	38.0%	2.9%	1.2%	39.0%	1.6%	0.0%	0.6%	1.3%	0.6%	861
	Finland	1.2%	4.6%	0.0%	0.7%	5.3%	1.6%	0.4%	16.2%	4.4%	1.3%	0.3%	2.2%	59.8%	0.4%	0.1%	0.1%	1.3%	681
	Norway	2.8%	1.3%	0.0%	1.6%	36.6%	0.5%	0.0%	0.3%	12.1%	1.8%	31.1%	0.7%	5.5%	3.3%	1.3%	0.2%	1.0%	614
	Sweden	1.5%	1.7%	0.0%	1.4%	45.3%	1.0%	0.5%	9.7%	7.0%	2.4%	6.1%	21.3%	0.5%	1.0%	0.0%	0.2%	587	
	Eastern Europe	4.1%	11.6%	0.0%	2.7%	4.8%	15.8%	2.1%	13.7%	18.5%	4.8%	2.7%	7.5%	3.4%	0.7%	4.1%	1.4%	2.1%	146
	Southern Europe	2.8%	7.3%	0.0%	0.0%	0.9%	11.9%	0.0%	0.0%	33.9%	5.5%	1.8%	30.3%	0.0%	0.0%	0.0%	1.8%	3.7%	146



Þá mátti sjá að þátttakendum frá Norður Ameríku virtist Reykjavík ekki merkjanlega lengra í burtu en þátttakendum frá Evrópu, en 44% þeirra voru fremur eða mjög ósammála fullyrðingum um að Reykjavík væri langt í burtu; 49% Evrópubúa, aftur á móti, fannst Ísland s.s. ekki svo langt í burtu. Eðlilega fannst þátttakendum frá fjarlægum heimsálfum lengra að ferðast til Íslands.

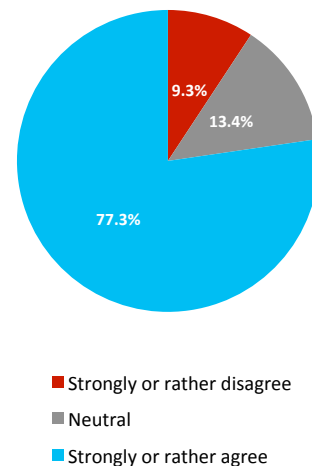
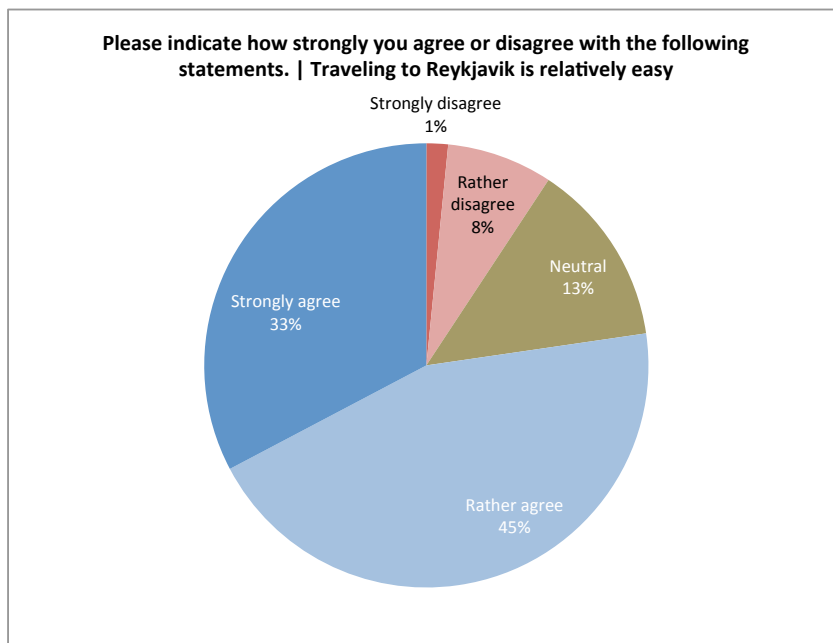


Strongly or rather disagree
Neutral
Strongly or rather agree

Please indicate how strongly you agree or disagree with the following statements. Reykjavik is far away		Strongly disagree	Rather disagree	Neutral	Rather agree	Strongly agree	Scale 1-5	Count	Strongly or rather disagree	Neutral	Strongly or rather agree
Total	Total	15.8%	29.9%	20.2%	24.9%	9.4%	2.82	20,708	45.6%	20.2%	34.2%
Gender	Female	17.4%	29.5%	18.5%	24.0%	10.6%	2.81	9,693	46.8%	18.5%	34.7%
	Male	14.4%	30.3%	21.7%	25.6%	8.0%	2.83	10,771	44.7%	21.7%	33.6%
Age	18-29 years	12.2%	28.9%	18.1%	28.1%	12.6%	3.00	1,567	41.1%	18.1%	40.8%
	30-35 years	15.2%	30.1%	18.6%	26.9%	9.1%	2.84	2,231	45.4%	18.6%	36.0%
	36-50 years	16.0%	30.4%	20.2%	24.6%	8.8%	2.80	6,687	46.4%	20.2%	33.4%
	51-65 years	16.2%	29.4%	20.4%	24.7%	9.3%	2.81	7,215	45.6%	20.4%	34.0%
	66 years plus	16.8%	30.2%	21.9%	22.4%	8.8%	2.76	2,762	46.9%	21.9%	31.2%
Education	Primary school	20.5%	27.2%	26.2%	20.5%	5.6%	2.64	195	47.7%	26.2%	26.2%
	College / high school	18.3%	27.1%	21.3%	22.9%	10.5%	2.80	3,975	45.4%	21.3%	33.4%
	Undergraduate university degree	15.4%	29.9%	19.3%	26.0%	9.4%	2.84	5,743	45.3%	19.3%	35.3%
	Graduate university degree	15.0%	31.0%	20.2%	25.0%	8.8%	2.82	10,481	46.0%	20.2%	33.8%
Continents	Africa	20.7%	13.8%	13.8%	34.5%	17.2%	3.14	29	34.5%	13.8%	51.7%
	Asia	8.3%	18.2%	19.8%	30.4%	23.3%	3.42	253	26.5%	19.8%	53.8%
	Europe	17.5%	32.3%	22.1%	22.8%	5.3%	2.66	8,617	49.8%	22.1%	28.1%
	North America	14.8%	28.6%	18.8%	26.4%	11.4%	2.91	11,375	43.4%	18.8%	37.7%
	Oceania	10.3%	13.1%	13.8%	20.7%	42.1%	3.71	145	23.4%	13.8%	62.8%
South America	South America	10.3%	15.4%	19.2%	28.2%	26.9%	3.46	78	25.6%	19.2%	55.1%
	South America	10.3%	15.4%	19.2%	28.2%	26.9%	3.46	78	25.6%	19.2%	55.1%
Been to Reykjavik	Never been	7.7%	23.3%	21.7%	32.8%	14.5%	3.23	7,540	31.0%	21.7%	47.3%
	Have been	20.5%	33.7%	19.3%	20.2%	6.3%	2.58	12,933	54.2%	19.3%	26.5%
Country	USA	14.8%	28.6%	18.7%	26.5%	11.4%	2.91	10,058	43.4%	18.7%	37.9%
	UK	23.9%	40.7%	19.3%	13.6%	2.5%	2.30	1,731	64.6%	19.3%	16.1%
	Germany	9.9%	25.6%	27.3%	28.7%	8.4%	3.00	1,291	35.6%	27.3%	37.1%
	Canada	15.0%	29.7%	19.5%	24.8%	11.0%	2.87	1,243	44.7%	19.5%	35.8%
	Denmark	18.1%	31.7%	24.4%	21.6%	4.1%	2.62	967	49.8%	24.4%	25.7%
	Netherlands	17.4%	33.2%	23.0%	21.9%	4.5%	2.63	891	50.6%	23.0%	26.4%
	France	15.3%	31.4%	22.2%	25.1%	6.0%	2.75	851	46.7%	22.2%	31.1%
	Finland	12.2%	25.2%	23.3%	33.7%	5.6%	2.95	674	37.4%	23.3%	39.3%
	Norway	28.9%	40.2%	15.7%	12.9%	2.3%	2.20	605	69.1%	15.7%	15.2%
	Sweden	16.2%	35.3%	21.0%	23.1%	4.5%	2.64	581	51.5%	21.0%	27.5%
	Eastern Europe	13.3%	24.5%	23.8%	27.3%	11.2%	2.99	143	37.8%	23.8%	38.5%
	Southern Europe	7.5%	20.6%	22.4%	37.4%	12.1%	3.26	107	28.0%	22.4%	49.5%



Þátttakendum þótti ekki langt til Reykjavíkur, fannst þeim fremur auðvelt að ferðast til borgarinnar. Um þetta eru þátttakendur frá fjarlægum löndum sammála, en ekki er munur milli svara Ameríkana og Evrópubúa.

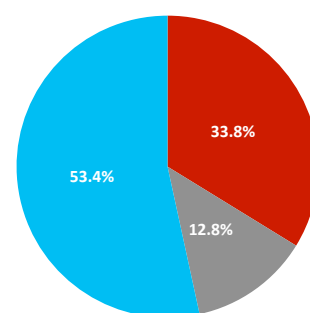
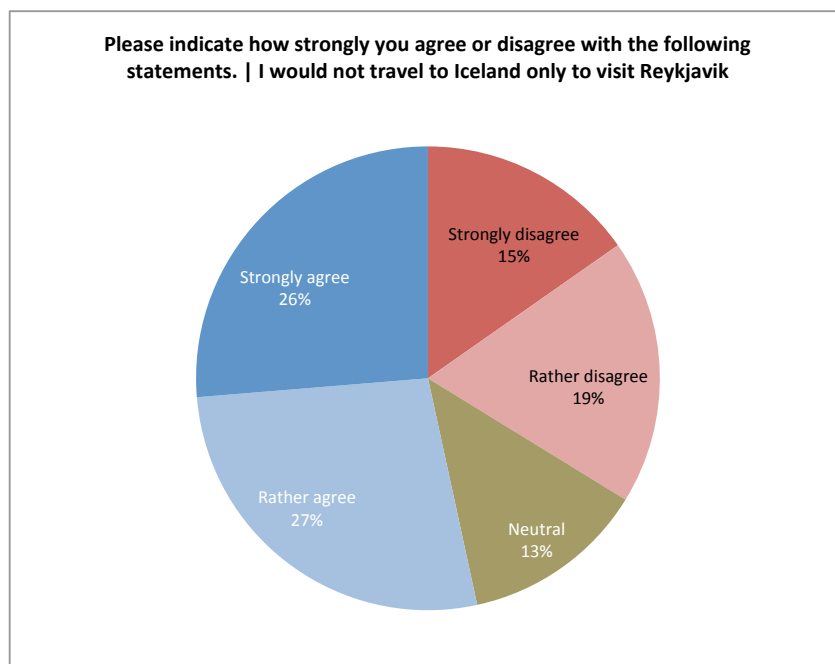


Please indicate how strongly you agree or disagree with the following statements. Traveling to Reykjavik is relatively easy		Strongly disagree	Rather disagree	Neutral	Rather agree	Strongly agree	Scale 1-5	Count	Strongly or rather disagree	Neutral	Strongly or rather agree
Total	Total	1.6%	7.7%	13.4%	44.6%	32.7%	3.99	20,727	9.3%	13.4%	77.3%
Gender	Female	1.7%	7.2%	12.5%	42.4%	36.3%	4.04	9,700	8.9%	12.5%	78.6%
	Male	1.5%	8.1%	14.3%	46.6%	29.5%	3.95	10,786	9.6%	14.3%	76.1%
Age	18-29 years	1.7%	11.3%	16.2%	43.0%	27.9%	3.84	1,560	12.9%	16.2%	70.9%
	30-35 years	1.4%	9.7%	12.5%	46.2%	30.2%	3.94	2,234	11.1%	12.5%	76.4%
	36-50 years	1.7%	7.3%	14.5%	45.3%	31.2%	3.97	6,682	9.0%	14.5%	76.5%
	51-65 years	1.4%	7.7%	12.7%	44.3%	33.9%	4.02	7,234	9.1%	12.7%	78.2%
	66 years plus	1.7%	5.2%	12.0%	43.4%	37.7%	4.10	2,774	6.8%	12.0%	81.2%
Education	Primary school	2.5%	4.1%	16.8%	38.6%	38.1%	4.06	197	6.6%	16.8%	76.6%
	College / high school	1.6%	6.5%	13.9%	41.1%	36.8%	4.05	3,987	8.1%	13.9%	78.0%
	Undergraduate university degree	1.4%	7.9%	14.3%	43.9%	32.4%	3.98	5,743	9.3%	14.3%	76.4%
	Graduate university degree	1.6%	8.1%	12.7%	46.4%	31.2%	3.97	10,490	9.7%	12.7%	77.6%
Continents	Africa	6.7%	23.3%	13.3%	30.0%	26.7%	3.47	30	30.0%	13.3%	56.7%
	Asia	5.1%	21.2%	25.1%	33.7%	14.9%	3.32	255	26.3%	25.1%	48.6%
	Europe	1.2%	6.7%	11.8%	47.3%	33.1%	4.04	8,626	7.9%	11.8%	80.3%
	North America	1.7%	7.9%	14.4%	43.1%	32.9%	3.98	11,385	9.5%	14.4%	76.0%
	Oceania	3.5%	19.4%	14.6%	41.7%	20.8%	3.57	144	22.9%	14.6%	62.5%
	South America	8.9%	21.5%	19.0%	26.6%	24.1%	3.35	79	30.4%	19.0%	50.6%
Been to Reykjavik	Never been	1.9%	10.9%	21.8%	45.5%	19.8%	3.70	7,546	12.8%	21.8%	65.3%
	Have been	1.3%	5.8%	8.5%	44.1%	40.2%	4.16	12,945	7.2%	8.5%	84.4%
Country	USA	1.7%	7.8%	14.7%	42.8%	33.0%	3.98	10,071	9.4%	14.7%	75.9%
	UK	1.1%	5.9%	8.8%	47.2%	37.0%	4.13	1,734	7.0%	8.8%	84.2%
	Germany	1.4%	6.9%	15.0%	50.2%	26.5%	3.94	1,293	8.3%	15.0%	76.7%
	Canada	1.3%	8.6%	12.1%	45.4%	32.6%	3.99	1,241	9.9%	12.1%	78.0%
	Denmark	0.8%	3.0%	9.4%	46.4%	40.4%	4.22	964	3.8%	9.4%	86.7%
	Netherlands	0.6%	5.0%	10.5%	50.3%	33.6%	4.11	898	5.6%	10.5%	84.0%
	France	2.1%	8.0%	13.7%	51.7%	24.6%	3.89	855	10.1%	13.7%	76.3%
	Finland	0.6%	6.8%	14.3%	52.7%	25.6%	3.96	677	7.4%	14.3%	78.3%
	Norway	1.0%	4.4%	6.4%	44.6%	43.5%	4.25	607	5.4%	6.4%	88.1%
	Sweden	1.4%	3.6%	6.3%	45.5%	43.2%	4.26	576	5.0%	6.3%	88.7%
	Eastern Europe	2.1%	21.5%	22.9%	32.6%	20.8%	3.49	144	23.6%	22.9%	53.5%
	Southern Europe	2.8%	27.1%	20.6%	36.4%	13.1%	3.30	107	29.9%	20.6%	49.5%



Þátttakendur voru jafnframt beðnir að segja hversu sammála eða ósammála þeir væru nokkrum þáttum er snéru að því hversu auðvelt væri að ferðast til Reykjavíkur.

Ekki kemur á óvart að þeim þátttakendum sem búa lengra í burtu, t.d. í Asíu og Eyjaálfu, fannst ólíklegast að heimsækja einungis Reykjavík, en athygli vekur að þátttakendur frá Norður Ameríku voru ekki mikið ólíklegri en Evrópubúar til að koma einungis til Reykjavíkur, eða 50% þeirra á móti 58% Evrópubúa.

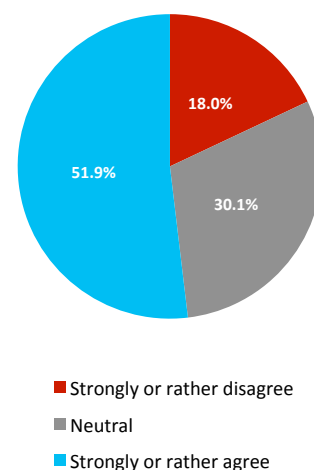
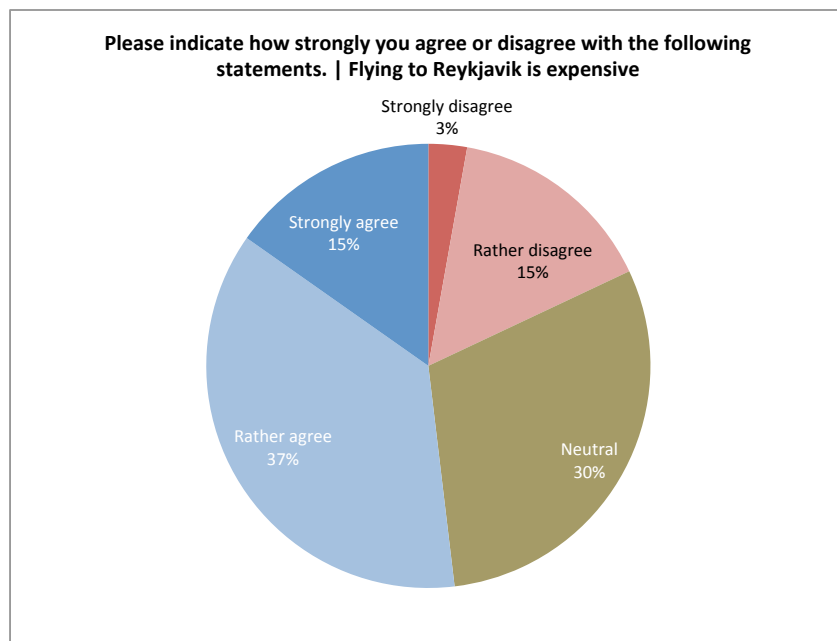


Strongly or rather disagree
Neutral
Strongly or rather agree

Please indicate how strongly you agree or disagree with the following statements. I would not travel to Iceland only to visit Reykjavik									Strongly disagree	Rather disagree	Neutral	Rather agree	Strongly agree	Scale 1-5	Count	Strongly or rather disagree	Neutral	Strongly or rather agree
Total	Total	<div><div></div><div></div></div> 15.3%	<div><div></div><div></div></div> 18.5%	<div><div></div><div></div></div> 12.8%	<div><div></div><div></div></div> 27.1%	<div><div></div><div></div></div> 26.3%	<div><div></div><div></div></div> 3.31	20,868	<div><div></div><div></div></div> 33.8%	<div><div></div><div></div></div> 12.8%	<div><div></div><div></div></div> 53.4%							
Gender	Female	<div><div></div><div></div></div> 16.2%	<div><div></div><div></div></div> 18.1%	<div><div></div><div></div></div> 12.3%	<div><div></div><div></div></div> 26.9%	<div><div></div><div></div></div> 26.4%	<div><div></div><div></div></div> 3.29	9,783	<div><div></div><div></div></div> 34.3%	<div><div></div><div></div></div> 12.3%	<div><div></div><div></div></div> 53.4%							
	Male	<div><div></div><div></div></div> 14.5%	<div><div></div><div></div></div> 18.9%	<div><div></div><div></div></div> 13.2%	<div><div></div><div></div></div> 27.2%	<div><div></div><div></div></div> 26.2%	<div><div></div><div></div></div> 3.32	10,841	<div><div></div><div></div></div> 33.4%	<div><div></div><div></div></div> 13.2%	<div><div></div><div></div></div> 53.4%							
Age	18-29 years	<div><div></div><div></div></div> 16.7%	<div><div></div><div></div></div> 19.1%	<div><div></div><div></div></div> 11.3%	<div><div></div><div></div></div> 26.8%	<div><div></div><div></div></div> 26.0%	<div><div></div><div></div></div> 3.26	1,572	<div><div></div><div></div></div> 35.9%	<div><div></div><div></div></div> 11.3%	<div><div></div><div></div></div> 52.9%							
	30-35 years	<div><div></div><div></div></div> 14.2%	<div><div></div><div></div></div> 19.6%	<div><div></div><div></div></div> 13.3%	<div><div></div><div></div></div> 27.0%	<div><div></div><div></div></div> 25.9%	<div><div></div><div></div></div> 3.31	2,240	<div><div></div><div></div></div> 33.9%	<div><div></div><div></div></div> 13.3%	<div><div></div><div></div></div> 52.9%							
	36-50 years	<div><div></div><div></div></div> 16.7%	<div><div></div><div></div></div> 19.4%	<div><div></div><div></div></div> 12.3%	<div><div></div><div></div></div> 26.0%	<div><div></div><div></div></div> 25.6%	<div><div></div><div></div></div> 3.24	6,738	<div><div></div><div></div></div> 36.1%	<div><div></div><div></div></div> 12.3%	<div><div></div><div></div></div> 51.6%							
	51-65 years	<div><div></div><div></div></div> 15.2%	<div><div></div><div></div></div> 17.8%	<div><div></div><div></div></div> 13.0%	<div><div></div><div></div></div> 27.3%	<div><div></div><div></div></div> 26.6%	<div><div></div><div></div></div> 3.32	7,277	<div><div></div><div></div></div> 33.0%	<div><div></div><div></div></div> 13.0%	<div><div></div><div></div></div> 54.0%							
	66 years plus	<div><div></div><div></div></div> 12.2%	<div><div></div><div></div></div> 17.3%	<div><div></div><div></div></div> 13.9%	<div><div></div><div></div></div> 29.1%	<div><div></div><div></div></div> 27.5%	<div><div></div><div></div></div> 3.42	2,793	<div><div></div><div></div></div> 29.5%	<div><div></div><div></div></div> 13.9%	<div><div></div><div></div></div> 56.5%							
Education	Primary school	<div><div></div><div></div></div> 20.2%	<div><div></div><div></div></div> 12.6%	<div><div></div><div></div></div> 16.2%	<div><div></div><div></div></div> 26.8%	<div><div></div><div></div></div> 24.2%	<div><div></div><div></div></div> 3.22	198	<div><div></div><div></div></div> 32.8%	<div><div></div><div></div></div> 16.2%	<div><div></div><div></div></div> 51.0%							
	College / high school	<div><div></div><div></div></div> 15.5%	<div><div></div><div></div></div> 16.7%	<div><div></div><div></div></div> 13.9%	<div><div></div><div></div></div> 25.7%	<div><div></div><div></div></div> 28.2%	<div><div></div><div></div></div> 3.34	4,007	<div><div></div><div></div></div> 32.2%	<div><div></div><div></div></div> 13.9%	<div><div></div><div></div></div> 53.9%							
	Undergraduate university degree	<div><div></div><div></div></div> 15.6%	<div><div></div><div></div></div> 19.4%	<div><div></div><div></div></div> 13.5%	<div><div></div><div></div></div> 27.2%	<div><div></div><div></div></div> 24.3%	<div><div></div><div></div></div> 3.25	5,788	<div><div></div><div></div></div> 35.0%	<div><div></div><div></div></div> 13.5%	<div><div></div><div></div></div> 51.5%							
	Graduate university degree	<div><div></div><div></div></div> 15.0%	<div><div></div><div></div></div> 18.8%	<div><div></div><div></div></div> 11.9%	<div><div></div><div></div></div> 27.5%	<div><div></div><div></div></div> 26.7%	<div><div></div><div></div></div> 3.32	10,559	<div><div></div><div></div></div> 33.8%	<div><div></div><div></div></div> 11.9%	<div><div></div><div></div></div> 54.2%							
Continents	Africa	<div><div></div><div></div></div> 20.0%	<div><div></div><div></div></div> 10.0%	<div><div></div><div></div></div> 16.7%	<div><div></div><div></div></div> 26.7%	<div><div></div><div></div></div> 26.7%	<div><div></div><div></div></div> 3.30	30	<div><div></div><div></div></div> 30.0%	<div><div></div><div></div></div> 16.7%	<div><div></div><div></div></div> 53.3%							
	Asia	<div><div></div><div></div></div> 9.1%	<div><div></div><div></div></div> 18.9%	<div><div></div><div></div></div> 9.4%	<div><div></div><div></div></div> 25.6%	<div><div></div><div></div></div> 37.0%	<div><div></div><div></div></div> 3.63	254	<div><div></div><div></div></div> 28.0%	<div><div></div><div></div></div> 9.4%	<div><div></div><div></div></div> 62.6%							
	Europe	<div><div></div><div></div></div> 13.2%	<div><div></div><div></div></div> 16.3%	<div><div></div><div></div></div> 12.8%	<div><div></div><div></div></div> 27.8%	<div><div></div><div></div></div> 29.9%	<div><div></div><div></div></div> 3.45	8,680	<div><div></div><div></div></div> 29.6%	<div><div></div><div></div></div> 12.8%	<div><div></div><div></div></div> 57.7%							
	North America	<div><div></div><div></div></div> 17.0%	<div><div></div><div></div></div> 20.2%	<div><div></div><div></div></div> 13.0%	<div><div></div><div></div></div> 26.7%	<div><div></div><div></div></div> 23.2%	<div><div></div><div></div></div> 3.19	11,468	<div><div></div><div></div></div> 37.2%	<div><div></div><div></div></div> 13.0%	<div><div></div><div></div></div> 49.9%							
	Oceania	<div><div></div><div></div></div> 14.4%	<div><div></div><div></div></div> 18.5%	<div><div></div><div></div></div> 6.8%	<div><div></div><div></div></div> 29.5%	<div><div></div><div></div></div> 30.8%	<div><div></div><div></div></div> 3.44	146	<div><div></div><div></div></div> 32.9%	<div><div></div><div></div></div> 6.8%	<div><div></div><div></div></div> 60.3%							
	South America	<div><div></div><div></div></div> 12.7%	<div><div></div><div></div></div> 15.2%	<div><div></div><div></div></div> 10.1%	<div><div></div><div></div></div> 16.5%	<div><div></div><div></div></div> 45.6%	<div><div></div><div></div></div> 3.67	79	<div><div></div><div></div></div> 27.8%	<div><div></div><div></div></div> 10.1%	<div><div></div><div></div></div> 62.0%							
Been to Reykjavik	Never been	<div><div></div><div></div></div> 11.9%	<div><div></div><div></div></div> 18.1%	<div><div></div><div></div></div> 13.6%	<div><div></div><div></div></div> 28.8%	<div><div></div><div></div></div> 27.5%	<div><div></div><div></div></div> 3.42	7,598	<div><div></div><div></div></div> 30.0%	<div><div></div><div></div></div> 13.6%	<div><div></div><div></div></div> 56.3%							
	Have been	<div><div></div><div></div></div> 17.3%	<div><div></div><div></div></div> 18.7%	<div><div></div><div></div></div> 12.3%	<div><div></div><div></div></div> 26.1%	<div><div></div><div></div></div> 25.5%	<div><div></div><div></div></div> 3.24	13,031	<div><div></div><div></div></div> 36.0%	<div><div></div><div></div></div> 12.3%	<div><div></div><div></div></div> 51.7%							
Country	USA	<div><div></div><div></div></div> 17.3%	<div><div></div><div></div></div> 20.7%	<div><div></div><div></div></div> 13.1%	<div><div></div><div></div></div> 26.7%	<div><div></div><div></div></div> 22.2%	<div><div></div><div></div></div> 3.16	10,141	<div><div></div><div></div></div> 38.0%	<div><div></div><div></div></div> 13.1%	<div><div></div><div></div></div> 48.9%							
	UK	<div><div></div><div></div></div> 14.8%	<div><div></div><div></div></div> 18.5%	<div><div></div><div></div></div> 11.4%	<div><div></div><div></div></div> 27.6%	<div><div></div><div></div></div> 27.7%	<div><div></div><div></div></div> 3.35	1,738	<div><div></div><div></div></div> 33.3%	<div><div></div><div></div></div> 11.4%	<div><div></div><div></div></div> 55.2%							
	Germany	<div><div></div><div></div></div> 12.5%	<div><div></div><div></div></div> 15.0%	<div><div></div><div></div></div> 13.2%	<div><div></div><div></div></div> 28.8%	<div><div></div><div></div></div> 30.4%	<div><div></div><div></div></div> 3.49	1,299	<div><div></div><div></div></div> 27.6%	<div><div></div><div></div></div> 13.2%	<div><div></div><div></div></div> 59.2%							
	Canada	<div><div></div><div></div></div> 14.4%	<div><div></div><div></div></div> 16.0%	<div><div></div><div></div></div> 11.3%	<div><div></div><div></div></div> 27.1%	<div><div></div><div></div></div> 31.2%	<div><div></div><div></div></div> 3.45	1,253	<div><div></div><div></div></div> 30.4%	<div><div></div><div></div></div> 11.3%	<div><div></div><div></div></div> 58.3%							
	Denmark	<div><div></div><div></div></div> 14.2%	<div><div></div><div></div></div> 18.3%	<div><div></div><div></div></div> 12.0%	<div><div></div><div></div></div> 27.4%	<div><div></div><div></div></div> 28.1%	<div><div></div><div></div></div> 3.37	974	<div><div></div><div></div></div> 32.4%	<div><div></div><div></div></div> 12.0%	<div><div></div><div></div></div> 55.5%							
	Netherlands	<div><div></div><div></div></div> 11.2%	<div><div></div><div></div></div> 12.5%	<div><div></div><div></div></div> 12.1%	<div><div></div><div></div></div> 30.6%	<div><div></div><div></div></div> 33.6%	<div><div></div><div></div></div> 3.63	904	<div><div></div><div></div></div> 23.7%	<div><div></div><div></div></div> 12.1%	<div><div></div><div></div></div> 64.3%							
	France	<div><div></div><div></div></div> 8.9%	<div><div></div><div></div></div> 14.2%	<div><div></div><div></div></div> 9.6%	<div><div></div><div></div></div> 28.6%	<div><div></div><div></div></div> 38.7%	<div><div></div><div></div></div> 3.74	857	<div><div></div><div></div></div> 23.1%	<div><div></div><div></div></div> 9.6%	<div><div></div><div></div></div> 67.3%							
	Finland	<div><div></div><div></div></div> 12.2%	<div><div></div><div></div></div> 16.8%	<div><div></div><div></div></div> 19.0%	<div><div></div><div></div></div> 28.7%	<div><div></div><div></div></div> 23.4%	<div><div></div><div></div></div> 3.34	680	<div><div></div><div></div></div> 29.0%	<div><div></div><div></div></div> 19.0%	<div><div></div><div></div></div> 52.1%							
	Norway	<div><div></div><div></div></div> 17.6%	<div><div></div><div></div></div> 18.8%	<div><div></div><div></div></div> 14.4%	<div><div></div><div></div></div> 25.5%	<div><div></div><div></div></div> 23.7%	<div><div></div><div></div></div> 3.19	612	<div><div></div><div></div></div> 36.4%	<div><div></div><div></div></div> 14.4%	<div><div></div><div></div></div> 49.2%							
	Sweden	<div><div></div><div></div></div> 12.6%	<div><div></div><div></div></div> 18.6%	<div><div></div><div></div></div> 16.8%	<div><div></div><div></div></div> 25.1%	<div><div></div><div></div></div> 26.8%	<div><div></div><div></div></div> 3.35	585	<div><div></div><div></div></div> 31.3%	<div><div></div><div></div></div> 16.8%	<div><div></div><div></div></div> 52.0%							
	Eastern Europe	<div><div></div><div></div></div> 10.3%	<div><div></div><div></div></div> 15.2%	<div><div></div><div></div></div> 9.0%	<div><div></div><div></div></div> 30.3%	<div><div></div><div></div></div> 35.2%	<div><div></div><div></div></div> 3.65	145	<div><div></div><div></div></div> 25.5%	<div><div></div><div></div></div> 9.0%	<div><div></div><div></div></div> 65.5%							
	Southern Europe	<div><div></div><div></div></div> 13.1%	<div><div></div><div></div></div> 10.3%	<div><div></div><div></div></div> 7.5%	<div><div></div><div></div></div> 25.2%	<div><div></div><div></div></div> 43.9%	<div><div></div><div></div></div> 3.77	107	<div><div></div><div></div></div> 23.4%	<div><div></div><div></div></div> 7.5%	<div><div></div><div></div></div> 69.2%							



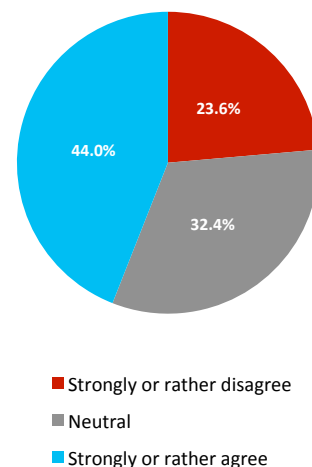
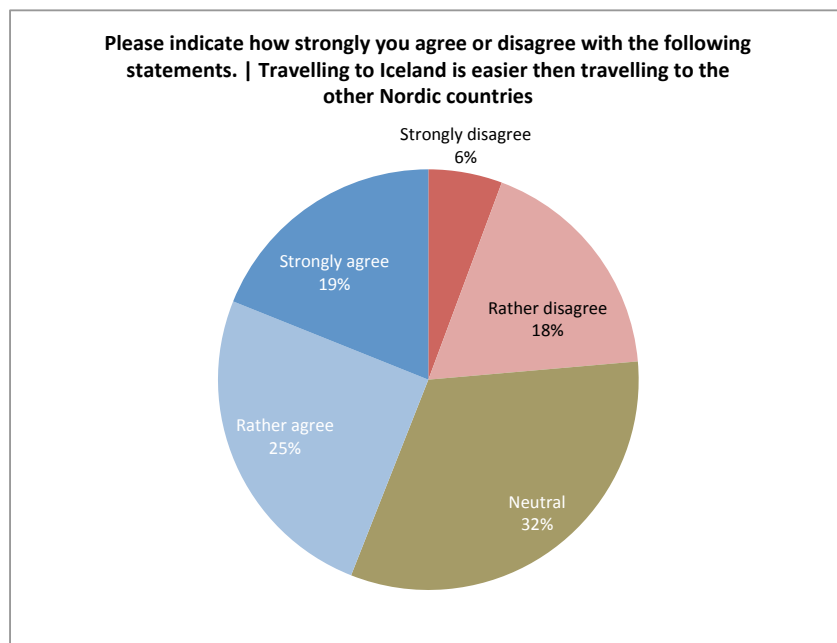
Ekki var merkjanlegur munur milli svara þeirra sem hafa komið til Reykjavíkur og þeirra sem ekki hafa komið. Eftir því sem fólk kom oftar, og því eldra sem það var, þeim mun ólíklegra var að því þætti dýrt að koma til Reykjavíkur.



Please indicate how strongly you agree or disagree with the following statements. Flying to Reykjavik is expensive									
		Strongly disagree	Rather disagree	Neutral	Rather agree	Strongly agree	Scale 1-5	Count	
Total	Total	2.8%	15.2%	30.1%	36.7%	15.2%	3.46	20,750	Strongly or rather disagree
Gender	Female	3.2%	14.7%	26.9%	37.6%	17.6%	3.52	9,727	Neutral
	Male	2.5%	15.6%	33.1%	35.7%	13.1%	3.41	10,780	Strongly or rather agree
Age	18-29 years	1.5%	13.5%	24.1%	39.8%	21.1%	3.65	1,559	
	30-35 years	2.1%	13.8%	26.4%	38.6%	19.1%	3.59	2,224	
	36-50 years	2.2%	14.1%	29.4%	38.3%	15.9%	3.52	6,691	
	51-65 years	3.5%	16.0%	31.2%	36.0%	13.4%	3.40	7,253	
	66 years plus	3.8%	17.8%	35.7%	31.0%	11.7%	3.29	2,781	
Education	Primary school	6.2%	16.4%	30.8%	35.9%	10.8%	3.29	195	
	College / high school	3.1%	14.5%	31.1%	36.5%	14.8%	3.46	3,992	
	Undergraduate university degree	3.1%	15.9%	30.0%	36.3%	14.7%	3.44	5,751	
	Graduate university degree	2.5%	15.1%	29.8%	36.9%	15.6%	3.48	10,503	
Continents	Africa	6.9%	10.3%	17.2%	31.0%	34.5%	3.76	29	
	Asia	1.2%	7.9%	25.7%	36.4%	28.9%	3.84	253	
	Europe	2.6%	14.7%	32.1%	36.0%	14.5%	3.45	8,641	
	North America	3.0%	15.8%	28.8%	37.2%	15.1%	3.46	11,394	
	Oceania	0.7%	17.1%	28.8%	35.6%	17.8%	3.53	146	
	South America	3.8%	2.5%	24.1%	30.4%	39.2%	3.99	79	
Been to Reykjavik	Never been	1.6%	10.7%	29.0%	39.7%	18.9%	3.64	7,556	
	Have been	3.5%	17.8%	30.8%	34.9%	13.1%	3.36	12,956	
Country	USA	3.0%	15.6%	28.9%	37.3%	15.1%	3.46	10,072	
	UK	3.2%	15.4%	34.9%	34.6%	11.9%	3.37	1,733	
	Germany	1.7%	12.8%	32.8%	38.4%	14.3%	3.51	1,294	
	Canada	2.6%	17.8%	29.0%	36.6%	14.0%	3.42	1,249	
	Denmark	3.5%	17.4%	39.7%	30.9%	8.6%	3.24	968	
	Netherlands	2.3%	12.6%	34.9%	35.4%	14.8%	3.48	898	
	France	1.9%	11.1%	23.1%	42.6%	21.4%	3.70	857	
	Finland	2.4%	15.0%	31.4%	36.8%	14.4%	3.46	672	
	Norway	4.6%	22.4%	35.0%	29.8%	8.2%	3.15	611	
	Sweden	2.6%	22.3%	33.2%	31.6%	10.3%	3.25	582	
	Eastern Europe	2.1%	9.7%	20.1%	43.8%	24.3%	3.78	144	
	Southern Europe	1.9%	5.6%	17.8%	47.7%	27.1%	3.93	107	



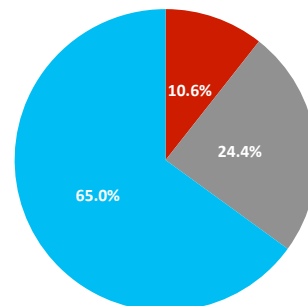
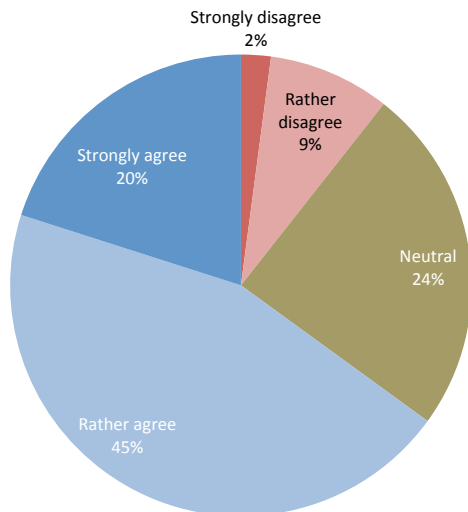
Eftir því sem aldur þátttakenda hækkaði, þeim mun meira voru þeir sammála því að auðveldara væri að ferðast til Íslands en hinna Norðurlandanna. Þátttakendur frá Ameríku voru frekar sammála fullyrðingunni.



Please indicate how strongly you agree or disagree with the following statements. Travelling to Iceland is easier than travelling to the other Nordic countries		Strongly disagree	Rather disagree	Neutral	Rather agree	Strongly agree	Scale 1-5	Count	Strongly or rather disagree	Neutral	Strongly or rather agree
Total	Total	5.7%	17.9%	32.4%	25.1%	18.9%	3.34	20,833	23.6%	32.4%	44.0%
Gender	Female	4.7%	15.7%	34.0%	24.6%	21.0%	3.41	9,763	20.4%	34.0%	45.6%
	Male	6.6%	20.0%	30.7%	25.6%	17.1%	3.27	10,828	26.6%	30.7%	42.7%
Age	18-29 years	9.1%	20.5%	32.1%	21.2%	17.1%	3.17	1,572	29.6%	32.1%	38.3%
	30-35 years	7.0%	22.4%	31.8%	21.1%	17.6%	3.20	2,238	29.4%	31.8%	38.7%
	36-50 years	7.0%	20.6%	33.1%	22.9%	16.3%	3.21	6,722	27.6%	33.1%	39.3%
	51-65 years	4.2%	15.8%	32.9%	27.5%	19.7%	3.43	7,263	20.0%	32.9%	47.1%
	66 years plus	3.4%	12.6%	29.9%	29.4%	24.7%	3.59	2,793	16.0%	29.9%	54.1%
Education	Primary school	9.1%	20.3%	42.1%	18.8%	9.6%	2.99	197	29.4%	42.1%	28.4%
	College / high school	4.7%	15.8%	37.6%	24.5%	17.4%	3.34	3,998	20.5%	37.6%	41.9%
	Undergraduate university degree	4.7%	15.7%	32.9%	26.2%	20.4%	3.42	5,781	20.5%	32.9%	46.6%
	Graduate university degree	6.5%	20.0%	29.9%	24.8%	18.8%	3.29	10,543	26.5%	29.9%	43.6%
Continents	Africa	3.3%	40.0%	33.3%	6.7%	16.7%	2.93	30	43.3%	33.3%	23.3%
	Asia	9.8%	29.8%	33.7%	16.9%	9.8%	2.87	255	39.6%	33.7%	26.7%
	Europe	11.2%	31.7%	38.7%	13.1%	5.4%	2.70	8,665	42.8%	38.7%	18.5%
	North America	1.4%	7.1%	27.4%	34.5%	29.5%	3.83	11,450	8.6%	27.4%	64.0%
	Oceania	3.4%	22.6%	49.3%	17.8%	6.8%	3.02	146	26.0%	49.3%	24.7%
	South America	6.4%	33.3%	25.6%	24.4%	10.3%	2.99	78	39.7%	25.6%	34.6%
Been to Reykjavik	Never been	5.2%	17.8%	36.5%	25.9%	14.6%	3.27	7,589	23.0%	36.5%	40.5%
	Have been	6.0%	18.0%	30.0%	24.5%	21.5%	3.38	13,004	24.0%	30.0%	46.0%
Country	USA	1.4%	7.2%	27.2%	34.6%	29.7%	3.84	10,125	8.6%	27.2%	64.3%
	UK	4.0%	19.7%	46.9%	20.0%	9.4%	3.11	1,741	23.7%	46.9%	29.5%
	Germany	9.2%	35.7%	38.3%	12.4%	4.3%	2.67	1,298	45.0%	38.3%	16.7%
	Canada	1.8%	6.4%	28.9%	34.7%	28.2%	3.81	1,251	8.2%	28.9%	62.9%
	Denmark	14.2%	35.7%	39.4%	7.8%	2.8%	2.49	969	49.9%	39.4%	10.6%
	Netherlands	5.8%	28.6%	47.7%	14.2%	3.8%	2.82	902	34.4%	47.7%	18.0%
	France	5.7%	25.6%	45.5%	18.4%	4.8%	2.91	857	31.3%	45.5%	23.2%
	Finland	24.5%	43.4%	22.4%	7.2%	2.5%	2.20	678	67.8%	22.4%	9.7%
	Norway	16.7%	40.5%	30.1%	8.3%	4.4%	2.43	612	57.2%	30.1%	12.7%
	Sweden	24.3%	38.1%	25.7%	6.7%	5.2%	2.30	580	62.4%	25.7%	11.9%
	Eastern Europe	10.4%	42.4%	27.8%	10.4%	9.0%	2.65	144	52.8%	27.8%	19.4%
	Southern Europe	13.2%	43.4%	30.2%	6.6%	6.6%	2.50	106	56.6%	30.2%	13.2%



Please indicate how strongly you agree or disagree with the following statements. | People travelling to Reykjavik are adventurous

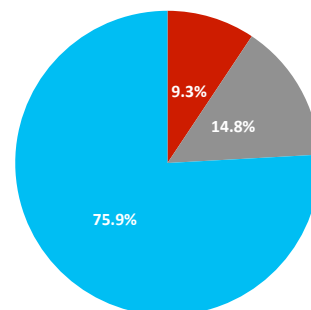
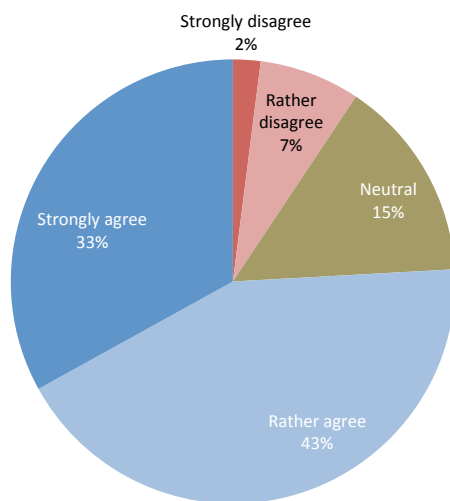


Strongly or rather disagree
Neutral
Strongly or rather agree

Please indicate how strongly you agree or disagree with the following statements. People travelling to Reykjavik are adventurous		Strongly disagree	Rather disagree	Neutral	Rather agree	Strongly agree	Scale 1-5	Count	Strongly or rather disagree	Neutral	Strongly or rather agree
Total	Total	2.1%	8.5%	24.4%	44.9%	20.1%	3.72	20,834	10.6%	24.4%	65.0%
Gender	Female	2.2%	8.1%	23.8%	42.4%	23.5%	3.77	9,759	10.3%	23.8%	65.9%
	Male	2.0%	8.9%	24.9%	47.3%	16.9%	3.68	10,829	10.9%	24.9%	64.2%
Age	18-29 years	2.0%	8.3%	23.2%	42.7%	23.8%	3.78	1,570	10.3%	23.2%	66.4%
	30-35 years	2.4%	8.5%	23.9%	44.6%	20.6%	3.73	2,238	10.9%	23.9%	65.2%
	36-50 years	2.2%	9.2%	24.6%	44.8%	19.2%	3.70	6,728	11.4%	24.6%	64.0%
	51-65 years	2.0%	7.9%	24.0%	45.4%	20.8%	3.75	7,264	9.8%	24.0%	66.1%
	66 years plus	2.0%	8.7%	25.7%	46.1%	17.5%	3.68	2,787	10.7%	25.7%	63.7%
Education	Primary school	3.0%	7.6%	27.8%	41.9%	19.7%	3.68	198	10.6%	27.8%	61.6%
	College / high school	1.5%	7.0%	22.3%	45.7%	23.5%	3.83	3,999	8.5%	22.3%	69.2%
	Undergraduate university degree	1.7%	7.2%	22.0%	47.2%	21.8%	3.80	5,781	9.0%	22.0%	69.0%
	Graduate university degree	2.5%	9.8%	26.3%	43.6%	17.8%	3.64	10,542	12.3%	26.3%	61.4%
Continents	Africa	6.7%	20.0%	16.7%	36.7%	20.0%	3.43	30	26.7%	16.7%	56.7%
	Asia	2.8%	8.3%	28.3%	38.6%	22.0%	3.69	254	11.0%	28.3%	60.6%
	Europe	3.5%	13.5%	30.1%	41.4%	11.4%	3.44	8,660	17.1%	30.1%	52.8%
	North America	1.0%	4.8%	19.8%	47.8%	26.5%	3.94	11,458	5.8%	19.8%	74.3%
	Oceania	1.4%	4.8%	29.0%	44.1%	20.7%	3.78	145	6.2%	29.0%	64.8%
	South America	2.6%	7.7%	25.6%	38.5%	25.6%	3.77	78	10.3%	25.6%	64.1%
Been to Reykjavik	Never been	1.4%	6.8%	22.9%	46.2%	22.8%	3.82	7,588	8.2%	22.9%	68.9%
	Have been	2.5%	9.5%	25.3%	44.4%	18.3%	3.67	13,010	12.0%	25.3%	62.7%
Country	USA	0.9%	4.7%	19.9%	47.9%	26.6%	3.94	10,131	5.6%	19.9%	74.5%
	UK	2.0%	10.0%	26.9%	48.8%	12.4%	3.60	1,738	12.0%	26.9%	61.2%
	Germany	5.9%	20.3%	29.3%	37.4%	7.1%	3.20	1,292	26.2%	29.3%	44.5%
	Canada	1.1%	6.0%	19.5%	48.4%	25.1%	3.90	1,253	7.1%	19.5%	73.4%
	Denmark	2.2%	11.0%	36.5%	38.8%	11.6%	3.47	967	13.1%	36.5%	50.4%
	Netherlands	1.4%	8.1%	24.9%	49.7%	15.9%	3.70	902	9.5%	24.9%	65.5%
	France	8.6%	26.1%	29.4%	30.8%	5.1%	2.98	858	34.7%	29.4%	35.9%
	Finland	1.9%	11.7%	31.4%	43.8%	11.2%	3.51	676	13.6%	31.4%	55.0%
	Norway	2.0%	9.3%	31.0%	45.8%	11.9%	3.56	612	11.3%	31.0%	57.7%
	Sweden	3.4%	12.3%	36.6%	37.5%	10.1%	3.39	584	15.8%	36.6%	47.6%
	Eastern Europe	2.8%	10.4%	32.6%	34.0%	20.1%	3.58	144	13.2%	32.6%	54.2%
	Southern Europe	5.6%	15.0%	26.2%	39.3%	14.0%	3.41	107	20.6%	26.2%	53.3%



Please indicate how strongly you agree or disagree with the following statements. | Travelling to Iceland is exotic



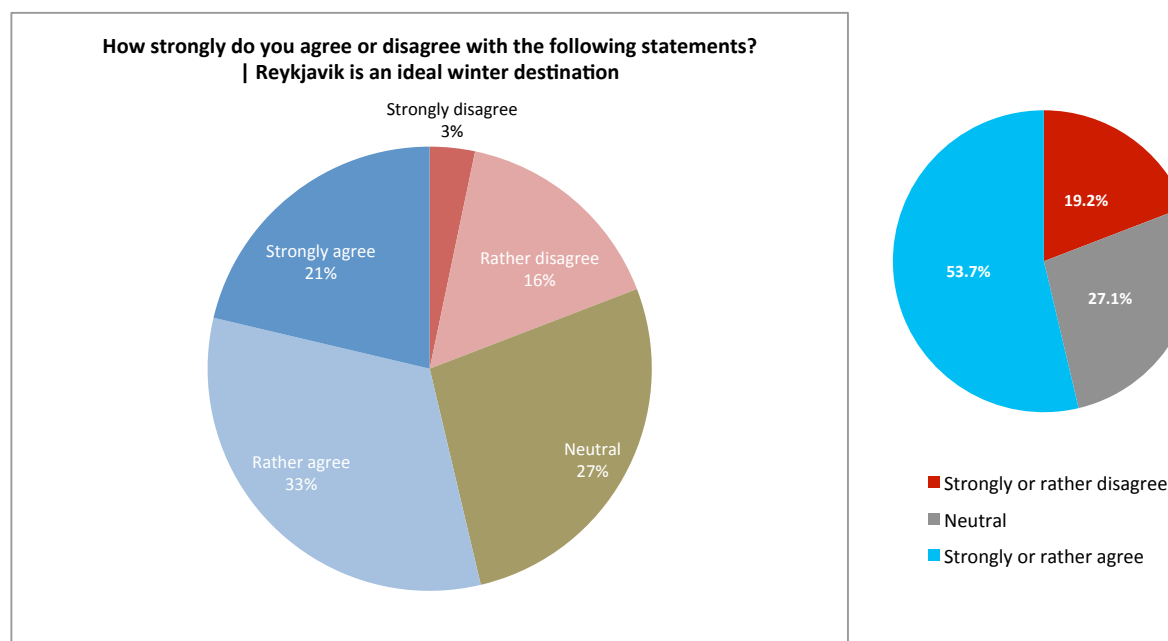
■ Strongly or rather disagree
■ Neutral
■ Strongly or rather agree

Please indicate how strongly you agree or disagree with the following statements. Travelling to Iceland is exotic		Strongly disagree	Rather disagree	Neutral	Rather agree	Strongly agree	Scale 1-5	Count	Strongly or rather disagree	Neutral	Strongly or rather agree
Total	Total	2.0%	7.3%	14.8%	42.8%	33.0%	3.98	20,749	9.3%	14.8%	75.9%
Gender	Female	2.3%	7.3%	14.7%	40.2%	35.5%	3.99	9,707	9.6%	14.7%	75.7%
	Male	1.8%	7.4%	14.9%	45.1%	30.9%	3.96	10,800	9.2%	14.9%	76.0%
Age	18-29 years	1.9%	7.5%	11.3%	40.9%	38.3%	4.06	1,563	9.5%	11.3%	79.3%
	30-35 years	1.7%	6.4%	12.4%	43.0%	36.6%	4.06	2,215	8.1%	12.4%	79.5%
	36-50 years	2.1%	7.1%	13.2%	43.5%	34.1%	4.00	6,692	9.2%	13.2%	77.6%
	51-65 years	1.8%	7.3%	15.2%	42.9%	32.7%	3.97	7,253	9.1%	15.2%	75.7%
	66 years plus	2.4%	8.8%	21.2%	42.0%	25.6%	3.80	2,787	11.2%	21.2%	67.6%
Education	Primary school	3.6%	10.2%	22.8%	34.0%	29.4%	3.76	197	13.7%	22.8%	63.5%
	College / high school	2.2%	8.6%	16.5%	40.7%	32.0%	3.92	3,979	10.8%	16.5%	72.7%
	Undergraduate university degree	1.7%	6.6%	13.5%	44.1%	34.1%	4.02	5,760	8.3%	13.5%	78.2%
	Graduate university degree	2.1%	7.2%	14.6%	43.2%	32.9%	3.98	10,505	9.3%	14.6%	76.1%
Continents	Africa	0.0%	3.3%	20.0%	36.7%	40.0%	4.13	30	3.3%	20.0%	76.7%
	Asia	0.4%	2.0%	7.9%	41.7%	48.0%	4.35	254	2.4%	7.9%	89.8%
	Europe	3.5%	11.5%	17.8%	41.1%	26.0%	3.75	8,636	15.0%	17.8%	67.1%
	North America	0.9%	4.4%	12.7%	44.2%	37.8%	4.14	11,401	5.3%	12.7%	82.0%
	Oceania	0.0%	1.4%	15.3%	45.8%	37.5%	4.19	144	1.4%	15.3%	83.3%
	South America	0.0%	9.0%	6.4%	39.7%	44.9%	4.21	78	9.0%	6.4%	84.6%
Been to Reykjavik	Never been	1.1%	5.9%	13.3%	45.1%	34.6%	4.06	7,555	6.9%	13.3%	79.7%
	Have been	2.5%	8.3%	15.6%	41.5%	32.2%	3.93	12,958	10.8%	15.6%	73.7%
Country	USA	1.0%	4.5%	12.7%	44.4%	37.4%	4.13	10,080	5.5%	12.7%	81.8%
	UK	3.3%	15.9%	25.3%	41.5%	14.0%	3.47	1,737	19.2%	25.3%	55.4%
	Germany	7.4%	17.1%	19.8%	40.7%	14.9%	3.39	1,291	24.6%	19.8%	55.7%
	Canada	0.4%	3.6%	12.4%	43.1%	40.5%	4.20	1,248	4.0%	12.4%	83.6%
	Denmark	2.9%	12.4%	22.9%	41.2%	20.5%	3.64	965	15.3%	22.9%	61.8%
	Netherlands	4.9%	17.2%	19.4%	38.1%	20.4%	3.52	897	22.1%	19.4%	58.5%
	France	2.2%	5.0%	9.8%	39.8%	43.2%	4.17	859	7.2%	9.8%	83.0%
	Finland	0.3%	2.7%	6.7%	45.2%	45.2%	4.32	675	3.0%	6.7%	90.4%
	Norway	0.7%	4.3%	10.9%	46.7%	37.5%	4.16	608	4.9%	10.9%	84.2%
	Sweden	0.9%	4.5%	11.1%	42.5%	41.0%	4.18	583	5.3%	11.1%	83.5%
	Eastern Europe	4.2%	4.2%	11.9%	41.3%	38.5%	4.06	143	8.4%	11.9%	79.7%
	Southern Europe	0.9%	4.7%	18.7%	39.3%	36.4%	4.06	107	5.6%	18.7%	75.7%

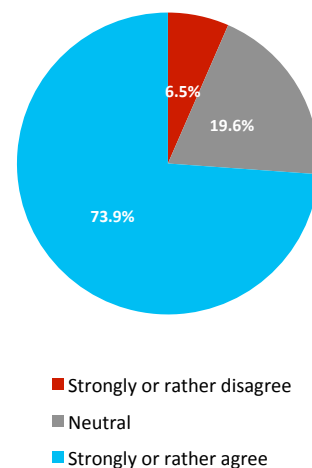
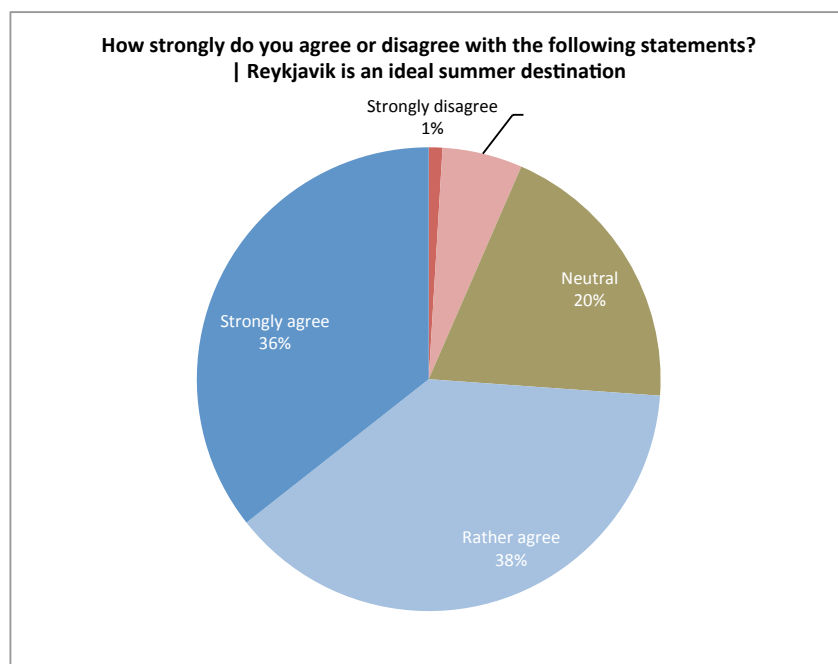


Á heildina litið voru þátttakendur líklegri til að telja Reykjavík tilvalinn sumaráfangastað en vetraráfangastað. Þátttakendur frá Ameríku voru líklegri til að telja Reykjavík tilvalinn sumaráfangastað en þátttakendur frá Evrópu og Eyjaálfu voru líklegri til að vera sammála því að Reykjavík væri tilvalinn vetraráfangastaður.

Í rannsókninni skipti kyn yfirleitt ekki máli, en konur voru líklegri til að telja Reykjavík tilvalinn vetraráfangastað (59% kvenna voru frekar eða mjög sammála fullyrðingunni á móti 49% karla).



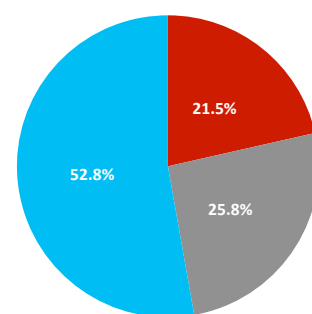
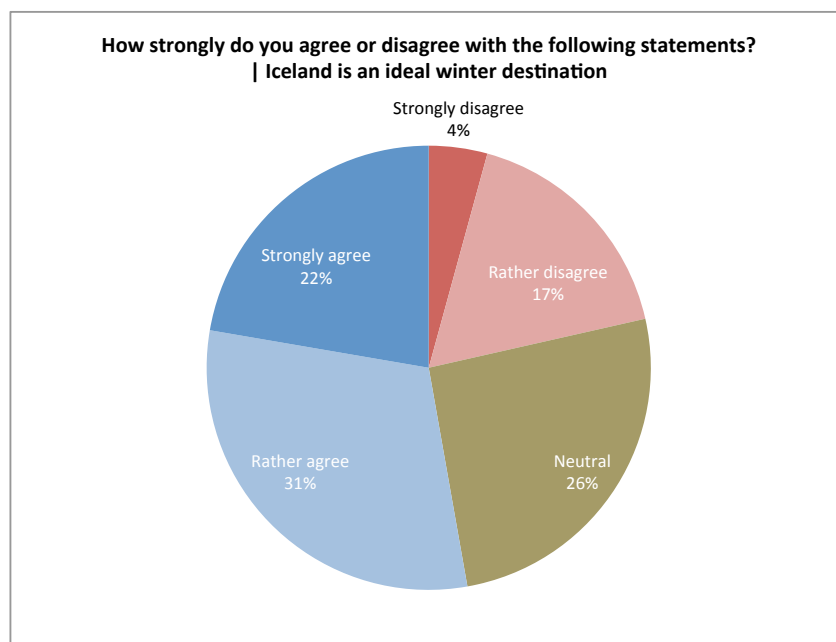
How strongly do you agree or disagree with the following statements? Reykjavík is an ideal winter destination		Strongly disagree	Rather disagree	Neutral	Rather agree	Strongly agree	Scale 1-5	Count	Strongly or rather disagree	Neutral	Strongly or rather agree
Total	Total	3.3%	15.9%	27.1%	32.4%	21.3%	3.53	20,738	19.2%	27.1%	53.7%
Gender	Female	2.7%	13.5%	24.9%	33.8%	25.1%	3.65	9,718	16.2%	24.9%	58.9%
	Male	3.7%	18.2%	29.0%	31.3%	17.9%	3.41	10,780	21.9%	29.0%	49.1%
Age	18-29 years	2.6%	12.4%	21.3%	36.0%	27.8%	3.74	1,567	15.0%	21.3%	63.8%
	30-35 years	2.3%	13.5%	23.6%	35.3%	25.4%	3.68	2,231	15.8%	23.6%	60.6%
	36-50 years	2.9%	14.8%	26.6%	33.9%	21.7%	3.57	6,704	17.8%	26.6%	55.6%
	51-65 years	3.5%	17.0%	27.3%	31.6%	20.6%	3.49	7,224	20.5%	27.3%	52.2%
	66 years plus	4.7%	19.1%	34.0%	26.5%	15.7%	3.29	2,768	23.8%	34.0%	42.2%
Education	Primary school	3.1%	14.8%	29.1%	29.1%	24.0%	3.56	196	17.9%	29.1%	53.1%
	College / high school	2.2%	12.3%	26.8%	33.5%	25.1%	3.67	3,982	14.6%	26.8%	58.6%
	Undergraduate university degree	2.6%	15.2%	27.8%	32.4%	21.9%	3.56	5,753	17.9%	27.8%	54.3%
	Graduate university degree	4.0%	17.6%	26.8%	32.1%	19.6%	3.46	10,497	21.6%	26.8%	51.7%
Continents	Africa	0.0%	20.0%	23.3%	43.3%	13.3%	3.50	30	20.0%	23.3%	56.7%
	Asia	4.0%	18.2%	30.8%	27.7%	19.4%	3.40	253	22.1%	30.8%	47.0%
	Europe	2.8%	15.4%	26.8%	33.3%	21.8%	3.56	8,630	18.2%	26.8%	55.0%
	North America	3.6%	16.1%	27.5%	31.8%	21.0%	3.51	11,398	19.7%	27.5%	52.9%
	Oceania	0.7%	17.9%	22.1%	31.7%	27.6%	3.68	145	18.6%	22.1%	59.3%
	South America	6.6%	22.4%	19.7%	28.9%	22.4%	3.38	76	28.9%	19.7%	51.3%
Been to Reykjavík	Never been	3.3%	16.1%	28.3%	32.8%	19.6%	3.49	7,556	19.4%	28.3%	52.4%
	Have been	3.3%	15.7%	26.5%	32.2%	22.3%	3.55	12,950	19.0%	26.5%	54.5%
Country	USA	3.7%	16.4%	27.7%	31.3%	21.0%	3.49	10,079	20.1%	27.7%	52.3%
	UK	1.8%	9.8%	18.8%	37.4%	32.2%	3.88	1,741	11.5%	18.8%	69.6%
	Germany	2.6%	17.8%	30.3%	29.5%	19.7%	3.46	1,283	20.4%	30.3%	49.3%
	Canada	2.1%	14.4%	26.3%	35.9%	21.3%	3.60	1,245	16.5%	26.3%	57.2%
	Denmark	3.1%	20.7%	33.4%	30.2%	12.6%	3.28	956	23.8%	33.4%	42.8%
	Netherlands	2.6%	15.1%	26.8%	37.8%	17.8%	3.53	900	17.7%	26.8%	55.6%
	France	1.9%	11.1%	21.5%	36.4%	29.1%	3.80	856	13.0%	21.5%	65.5%
	Finland	3.9%	21.2%	30.5%	30.5%	13.9%	3.29	675	25.0%	30.5%	44.4%
	Norway	4.0%	16.0%	32.3%	30.3%	17.5%	3.41	607	19.9%	32.3%	47.8%
	Sweden	4.6%	19.0%	33.8%	26.9%	15.6%	3.30	583	23.7%	33.8%	42.5%
	Eastern Europe	2.8%	17.2%	26.2%	33.8%	20.0%	3.51	145	20.0%	26.2%	53.8%
	Southern Europe	4.7%	13.1%	26.2%	39.3%	16.8%	3.50	107	17.8%	26.2%	56.1%



How strongly do you agree or disagree with the following statements? Reykjavík is an ideal summer destination		Strongly disagree	Rather disagree	Neutral	Rather agree	Strongly agree	Scale 1-5	Count	Strongly or rather disagree	Neutral	Strongly or rather agree
Total	Total	1.0%	5.6%	19.6%	38.3%	35.6%	4.02	20,809	6.5%	19.6%	73.9%
Gender	Female	1.0%	5.1%	17.8%	36.9%	39.3%	4.08	9,753	6.0%	17.8%	76.2%
	Male	1.0%	6.1%	21.1%	39.6%	32.2%	3.96	10,813	7.0%	21.1%	71.8%
Age	18-29 years	1.3%	6.3%	15.4%	36.7%	40.3%	4.08	1,568	7.6%	15.4%	77.0%
	30-35 years	1.0%	6.3%	18.6%	36.8%	37.4%	4.03	2,238	7.3%	18.6%	74.1%
	36-50 years	1.1%	6.0%	19.2%	37.7%	36.1%	4.02	6,725	7.1%	19.2%	73.7%
	51-65 years	0.9%	5.6%	20.0%	39.5%	34.1%	4.00	7,250	6.4%	20.0%	73.6%
	66 years plus	0.7%	3.7%	22.2%	38.9%	34.5%	4.03	2,782	4.5%	22.2%	73.3%
Education	Primary school	2.6%	6.6%	20.9%	34.7%	35.2%	3.93	196	9.2%	20.9%	69.9%
	College / high school	0.9%	4.2%	20.5%	37.0%	37.4%	4.06	3,999	5.1%	20.5%	74.4%
	Undergraduate university degree	0.9%	4.9%	19.0%	38.3%	36.9%	4.05	5,780	5.8%	19.0%	75.1%
	Graduate university degree	1.0%	6.5%	19.3%	38.9%	34.3%	3.99	10,520	7.5%	19.3%	73.2%
Continents	Africa	0.0%	20.0%	20.0%	40.0%	20.0%	3.60	30	20.0%	20.0%	60.0%
	Asia	1.2%	5.5%	19.8%	36.4%	37.2%	4.03	253	6.7%	19.8%	73.5%
	Europe	1.6%	8.4%	22.0%	37.7%	30.3%	3.87	8,658	10.0%	22.0%	68.0%
	North America	0.5%	3.4%	17.6%	38.8%	39.7%	4.14	11,437	3.9%	17.6%	78.5%
	Oceania	0.7%	3.4%	24.1%	43.4%	28.3%	3.95	145	4.1%	24.1%	71.7%
South America	South America	2.6%	6.5%	26.0%	31.2%	33.8%	3.87	77	9.1%	26.0%	64.9%
	Never been	0.9%	5.8%	23.2%	40.2%	29.9%	3.93	7,579	6.6%	23.2%	70.1%
Have been	Have been	1.0%	5.5%	17.4%	37.1%	38.9%	4.08	12,997	6.5%	17.4%	76.1%
Country	USA	0.5%	3.5%	17.9%	39.1%	39.0%	4.13	10,115	4.0%	17.9%	78.1%
	UK	1.2%	7.5%	25.5%	38.0%	27.8%	3.84	1,740	8.7%	25.5%	65.8%
	Germany	1.4%	7.0%	19.2%	38.2%	34.2%	3.97	1,291	8.4%	19.2%	72.3%
	Canada	0.2%	2.5%	14.8%	37.0%	45.4%	4.25	1,248	2.7%	14.8%	82.5%
	Denmark	1.5%	8.4%	21.7%	38.9%	29.6%	3.87	965	9.8%	21.7%	68.5%
	Netherlands	0.7%	10.2%	25.7%	41.2%	22.2%	3.74	902	10.9%	25.7%	63.4%
	France	2.1%	10.7%	19.8%	34.2%	33.1%	3.86	857	12.8%	19.8%	67.3%
	Finland	1.2%	6.7%	21.3%	43.6%	27.3%	3.89	675	7.9%	21.3%	70.8%
	Norway	4.1%	11.8%	23.0%	36.2%	24.9%	3.66	610	15.9%	23.0%	61.1%
	Sweden	2.1%	8.7%	23.8%	36.0%	29.5%	3.82	584	10.8%	23.8%	65.4%
	Eastern Europe	2.1%	7.6%	22.1%	31.7%	36.6%	3.93	145	9.7%	22.1%	68.3%
	Southern Europe	4.7%	7.5%	23.4%	27.1%	37.4%	3.85	107	12.1%	23.4%	64.5%

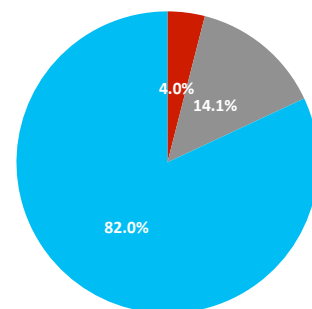
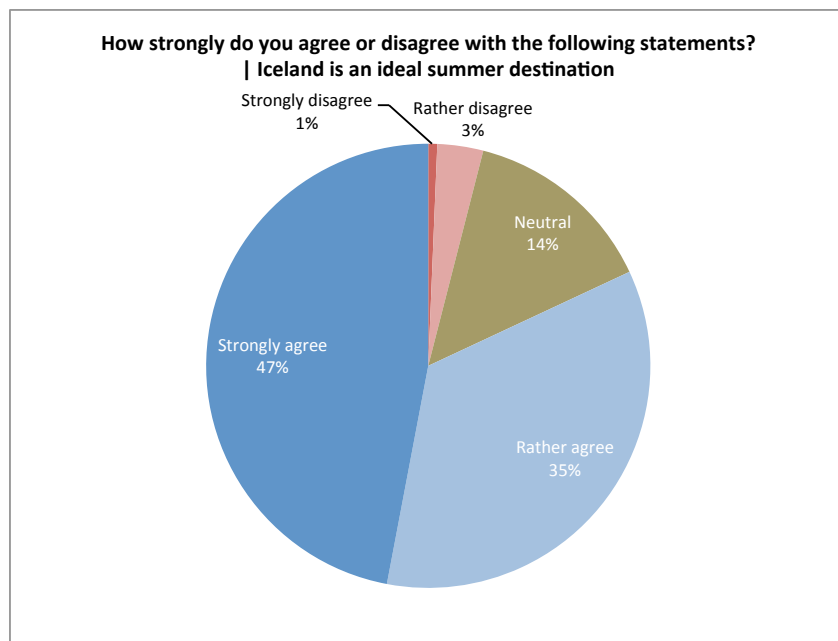


Ísland var talinn mun heppilegri sumaráfangastaður en vetraráfangastaður. Þegar spurt var um Ísland, voru þeir þátttakendur sem höfðu komið til Íslands líklegri til að telja Ísland tilvalinn sumaráfangastað (85% sammála eða mjög sammála fullyrðingunni) en þeir sem ekki höfðu komið (76% sammála eða mjög sammála fullyrðingunni). Þegar spurt var um Ísland sem tilvalinn vetraráfangastað, voru þátttakendur frá Bretlandi líklegastir til að taka undir þá fullyrðingu.



■ Strongly or rather disagree
■ Neutral
■ Strongly or rather agree

How strongly do you agree or disagree with the following statements? Iceland is an ideal winter destination		Scale 1-5					Count	Strongly or rather disagree			Neutral	Strongly or rather agree		
		Strongly disagree	Rather disagree	Neutral	Rather agree	Strongly agree		Strongly or rather disagree	Neutral	Strongly or rather agree		Strongly or rather disagree	Neutral	Strongly or rather agree
Total	Total	4.3%	17.2%	25.8%	30.5%	22.3%	3.49	20,735	21.5%	25.8%	52.8%			
Gender	Female	3.7%	15.6%	23.2%	31.4%	26.1%	3.61	9,716	19.2%	23.2%	57.5%			
	Male	4.7%	18.7%	28.0%	29.7%	18.8%	3.39	10,778	23.5%	28.0%	48.5%			
Age	18-29 years	3.3%	15.3%	18.6%	32.4%	30.4%	3.71	1,567	18.6%	18.6%	62.8%			
	30-35 years	3.2%	14.5%	22.4%	32.6%	27.4%	3.66	2,232	17.7%	22.4%	59.9%			
	36-50 years	3.8%	16.7%	25.2%	32.1%	22.2%	3.52	6,707	20.5%	25.2%	54.3%			
	51-65 years	4.7%	17.8%	26.2%	29.9%	21.5%	3.46	7,216	22.5%	26.2%	51.4%			
	66 years plus	5.6%	20.1%	32.8%	25.4%	16.1%	3.26	2,767	25.7%	32.8%	41.5%			
Education	Primary school	4.1%	13.8%	31.6%	26.5%	24.0%	3.53	196	17.9%	31.6%	50.5%			
	College / high school	2.7%	13.4%	25.5%	32.4%	26.0%	3.66	3,975	16.1%	25.5%	58.4%			
	Undergraduate university degree	3.5%	16.4%	26.5%	30.2%	23.4%	3.54	5,758	19.9%	26.5%	53.6%			
	Graduate university degree	5.2%	19.1%	25.2%	30.1%	20.3%	3.41	10,493	24.3%	25.2%	50.5%			
Continents	Africa	6.7%	13.3%	23.3%	50.0%	6.7%	3.37	30	20.0%	23.3%	56.7%			
	Asia	6.7%	14.2%	28.5%	27.7%	22.9%	3.46	253	20.9%	28.5%	50.6%			
	Europe	4.0%	17.4%	24.7%	30.5%	23.4%	3.52	8,632	21.4%	24.7%	53.9%			
	North America	4.4%	17.1%	26.6%	30.5%	21.5%	3.48	11,394	21.5%	26.6%	52.0%			
	Oceania	1.4%	16.1%	20.3%	35.7%	26.6%	3.70	143	17.5%	20.3%	62.2%			
	South America	6.7%	20.0%	22.7%	29.3%	21.3%	3.39	75	26.7%	22.7%	50.7%			
Been to Reykjavik	Never been	4.2%	17.0%	27.2%	31.3%	20.3%	3.47	7,554	21.2%	27.2%	51.6%			
	Have been	4.3%	17.3%	24.9%	30.1%	23.5%	3.51	12,948	21.6%	24.9%	53.5%			
Country	USA	4.6%	17.4%	26.7%	30.0%	21.4%	3.46	10,074	21.9%	26.7%	51.4%			
	UK	2.1%	11.2%	18.2%	35.1%	33.4%	3.86	1,739	13.3%	18.2%	68.5%			
	Germany	4.7%	19.8%	28.3%	26.6%	20.6%	3.39	1,288	24.5%	28.3%	47.2%			
	Canada	2.5%	15.3%	26.1%	33.9%	22.2%	3.58	1,246	17.8%	26.1%	56.1%			
	Denmark	4.5%	22.5%	34.1%	25.0%	14.0%	3.22	957	27.0%	34.1%	39.0%			
	Netherlands	4.8%	15.0%	23.3%	35.2%	21.8%	3.54	901	19.8%	23.3%	56.9%			
	France	3.4%	15.1%	19.4%	30.8%	31.4%	3.72	857	18.4%	19.4%	62.2%			
	Finland	4.8%	23.7%	26.6%	29.3%	15.6%	3.27	672	28.4%	26.6%	44.9%			
	Norway	4.6%	17.2%	31.4%	29.5%	17.3%	3.38	606	21.8%	31.4%	46.9%			
	Sweden	5.1%	21.7%	30.3%	27.2%	15.6%	3.26	584	26.9%	30.3%	42.8%			
	Eastern Europe	6.3%	14.6%	25.7%	34.0%	19.4%	3.46	144	20.8%	25.7%	53.5%			
	Southern Europe	4.7%	20.6%	19.6%	31.8%	23.4%	3.49	107	25.2%	19.6%	55.1%			



Strongly or rather disagree
Neutral
Strongly or rather agree

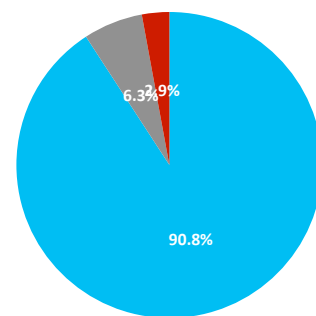
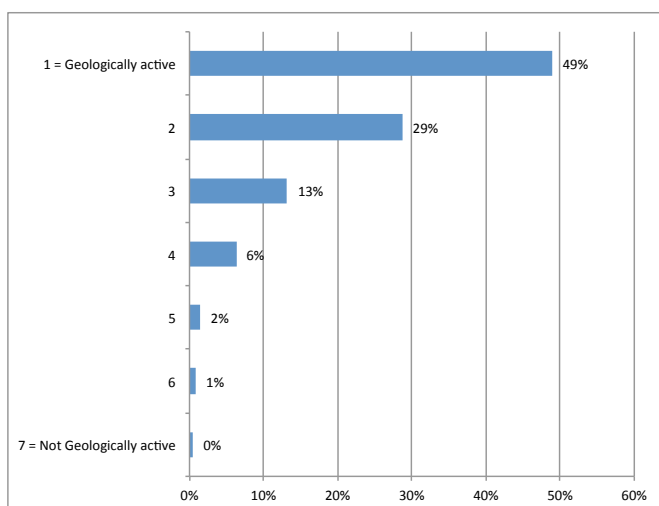
How strongly do you agree or disagree with the following statements? Iceland is an ideal summer destination		Strongly disagree	Rather disagree	Neutral	Rather agree	Strongly agree	Scale 1-5	Count	Strongly or rather disagree	Neutral	Strongly or rather agree
Total	Total	0.7%	3.3%	14.1%	34.9%	47.0%	4.24	20,752	4.0%	14.1%	82.0%
Gender	Female	0.6%	3.1%	12.7%	32.9%	50.7%	4.30	9,727	3.7%	12.7%	83.6%
	Male	0.7%	3.6%	15.2%	36.9%	43.6%	4.19	10,784	4.3%	15.2%	80.5%
Age	18-29 years	0.5%	3.6%	11.9%	28.7%	55.3%	4.35	1,567	4.1%	11.9%	84.0%
	30-35 years	0.8%	3.6%	12.6%	33.3%	49.7%	4.28	2,233	4.4%	12.6%	83.0%
	36-50 years	0.7%	3.6%	13.6%	35.4%	46.6%	4.24	6,714	4.3%	13.6%	82.1%
	51-65 years	0.7%	3.3%	14.2%	35.8%	46.0%	4.23	7,228	3.9%	14.2%	81.9%
	66 years plus	0.6%	2.6%	16.4%	36.7%	43.6%	4.20	2,766	3.2%	16.4%	80.4%
Education	Primary school	2.6%	6.2%	16.4%	31.8%	43.1%	4.07	195	8.7%	16.4%	74.9%
	College / high school	0.6%	2.6%	16.5%	33.3%	47.0%	4.23	3,975	3.3%	16.5%	80.3%
	Undergraduate university degree	0.7%	3.2%	13.5%	35.3%	47.3%	4.25	5,766	3.9%	13.5%	82.6%
	Graduate university degree	0.6%	3.7%	13.2%	35.5%	46.9%	4.24	10,506	4.3%	13.2%	82.4%
Continents	Africa	0.0%	10.0%	23.3%	40.0%	26.7%	3.83	30	10.0%	23.3%	66.7%
	Asia	0.8%	2.0%	15.4%	31.1%	50.8%	4.29	254	2.8%	15.4%	81.9%
	Europe	1.0%	4.9%	14.4%	34.5%	45.3%	4.18	8,629	5.9%	14.4%	79.8%
	North America	0.4%	2.2%	13.6%	35.5%	48.3%	4.29	11,412	2.6%	13.6%	83.8%
	Oceania	0.0%	2.8%	18.6%	37.9%	40.7%	4.17	145	2.8%	18.6%	78.6%
	South America	2.6%	5.3%	22.4%	27.6%	42.1%	4.01	76	7.9%	22.4%	69.7%
Been to Reykjavík	Never been	0.8%	4.2%	19.0%	39.6%	36.5%	4.07	7,559	4.9%	19.0%	76.1%
	Have been	0.6%	2.9%	11.1%	32.2%	53.2%	4.35	12,962	3.5%	11.1%	85.4%
Country	USA	0.4%	2.2%	14.0%	35.9%	47.5%	4.28	10,089	2.6%	14.0%	83.3%
	UK	0.9%	5.2%	19.9%	36.7%	37.3%	4.04	1,735	6.1%	19.9%	74.0%
	Germany	0.5%	4.0%	10.4%	31.0%	54.1%	4.34	1,288	4.5%	10.4%	85.1%
	Canada	0.2%	1.8%	9.8%	32.7%	55.3%	4.41	1,249	2.1%	9.8%	88.1%
	Denmark	1.0%	4.9%	12.6%	34.7%	46.7%	4.21	959	5.9%	12.6%	81.4%
	Netherlands	0.2%	5.8%	13.6%	38.6%	41.8%	4.16	899	6.0%	13.6%	80.4%
	France	0.9%	4.1%	10.3%	31.6%	53.0%	4.32	854	5.0%	10.3%	84.7%
	Finland	1.3%	4.6%	17.1%	40.0%	36.9%	4.07	672	6.0%	17.1%	76.9%
	Norway	3.0%	7.4%	17.9%	35.5%	36.2%	3.95	608	10.4%	17.9%	71.7%
	Sweden	1.2%	6.2%	17.5%	36.3%	38.9%	4.05	584	7.4%	17.5%	75.2%
	Eastern Europe	1.4%	2.1%	11.1%	27.1%	58.3%	4.39	144	3.5%	11.1%	85.4%
	Southern Europe	3.7%	3.7%	12.0%	26.9%	53.7%	4.23	108	7.4%	12.0%	80.6%



Tenging lykilorða við Reykjavík – Uppröðun orðapara

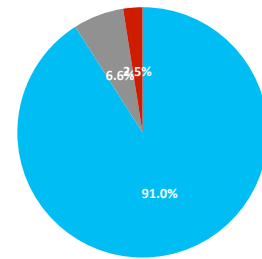
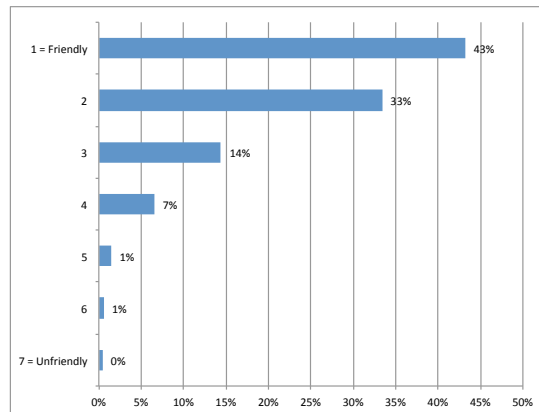
Þátttakendum voru sýnd nokkur orðapör og þeir beðnir að meta hversu vel þau ættu við Reykjavík. Spurningin var svohljóðandi: “Please rank how well the following words (those on the left) apply to Reykjavik. As you approach the higher end of the ranking scale you are moving closer to the words opposite (the word on the right).”

Orðapörin voru unnin upp úr greiningu á rýnihópum. Sjá má að þátttakendur voru fremur sammála um að valin orð ættu við Reykjavík. Borgin er talin ævintýrleg, listræn, hrein, öðruvísi, umhverfisvæn, vinaleg, landfræðilega virk, græn, litrík, örugg, róleg, í tísku, einstök, ósvikin, endurnærandi og örvandi.



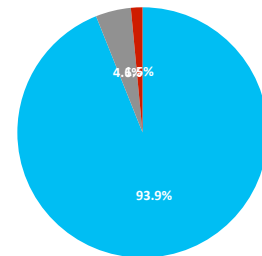
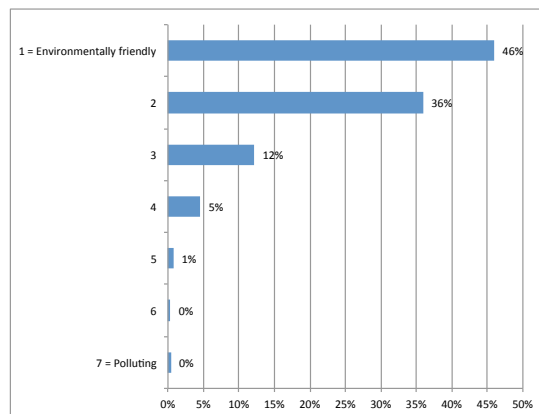
■ Geologically active side (1-3)
■ Neutral (4)
■ Not Geologically active side (5-7)

Please rank how well the following words apply to Reykjavik: 1 = Geologically active 7 = Not Geologically active																
		1 = Geologically active						7 = Not Geologically active		Count	Geologically active side (1-3)			Neutral (4)	Not Geologically active side (5-7)	
		1	2	3	4	5	6	7	Scale 1-7							
Been to Reykjavik		50.6%	29.1%	12.1%	5.9%	1.1%	0.7%	0.5%	1.82	7,515	91.8%	5.9%	2.3%			
Have been		47.8%	28.6%	13.8%	6.6%	1.7%	1.0%	0.5%	1.91	12,910	90.2%	6.6%	3.2%			
Country	USA	55.0%	26.2%	11.3%	5.0%	1.2%	0.8%	0.5%	1.75	10,040	92.6%	5.0%	2.4%			
	UK	47.4%	29.1%	12.8%	7.3%	2.1%	0.6%	0.7%	1.92	1,731	89.3%	7.3%	3.4%			
	Germany	38.6%	33.6%	17.6%	6.8%	2.0%	1.2%	0.2%	2.04	1,278	89.8%	6.8%	3.4%			
	Canada	46.8%	28.9%	14.5%	6.2%	1.8%	1.3%	0.6%	1.93	1,249	90.2%	6.2%	3.6%			
	Denmark	42.4%	32.4%	15.4%	7.1%	1.3%	0.9%	0.5%	1.97	957	90.2%	7.1%	2.7%			
	Netherlands	37.7%	33.3%	16.4%	8.7%	2.3%	1.4%	0.1%	2.09	897	87.4%	8.7%	3.9%			
	France	42.2%	30.1%	14.5%	9.4%	1.9%	1.2%	0.7%	2.05	848	86.8%	9.4%	3.8%			
	Finland	40.4%	35.7%	14.1%	7.2%	1.9%	0.7%	0.0%	1.97	676	90.1%	7.2%	2.7%			
	Norway	41.4%	30.5%	15.9%	8.9%	1.5%	1.5%	0.3%	2.05	597	87.8%	8.9%	3.4%			
	Sweden	42.9%	32.2%	15.3%	6.2%	1.9%	0.7%	0.7%	1.97	580	90.5%	6.2%	3.3%			
	Eastern Europe	36.6%	29.7%	18.6%	11.7%	2.1%	0.7%	0.7%	2.18	145	84.8%	11.7%	3.4%			
	Southern Europe	43.4%	38.7%	11.3%	3.8%	0.9%	0.9%	0.9%	1.87	106	93.4%	3.8%	2.8%			



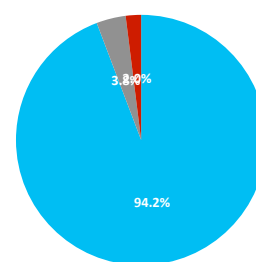
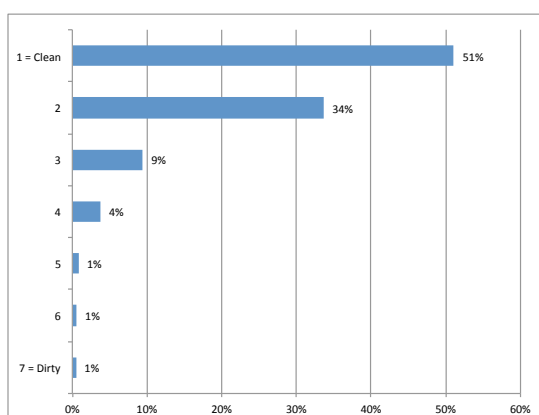
■ Friendly side (1-3)
■ Neutral (4)
■ Unfriendly side (5-7)

Please rank how well the following words apply to Reykjavik: 1 = Friendly 7 = Unfriendly														
		1 = Friendly	2	3	4	5	6	7 = Unfriendly	Scale 1-7	Count	Friendly side (1-3)	Neutral (4)	Unfriendly side (5-7)	
Been to Reykjavik		Never been	35.1%	36.1%	17.4%	9.4%	1.1%	0.6%	0.4%	2.09	7,449	88.6%	9.4%	2.1%
		Have been	47.8%	31.9%	12.7%	4.9%	1.7%	0.6%	0.5%	1.84	12,823	92.4%	4.9%	2.7%
Country	USA		44.3%	31.1%	14.8%	7.2%	1.5%	0.5%	0.5%	1.94	9,951	90.3%	7.2%	2.6%
	UK		39.7%	34.4%	15.4%	8.0%	1.6%	0.5%	0.3%	2.00	1,716	89.5%	8.0%	2.4%
	Germany		43.3%	40.1%	11.8%	3.5%	0.7%	0.4%	0.2%	1.80	1,273	95.2%	3.5%	1.3%
	Canada		41.8%	34.9%	15.3%	5.6%	1.6%	0.4%	0.4%	1.93	1,240	92.0%	5.6%	2.4%
	Denmark		43.7%	33.8%	13.1%	6.7%	1.8%	0.6%	0.3%	1.92	953	90.6%	6.7%	2.7%
	Netherlands		42.7%	39.8%	12.0%	3.1%	0.9%	1.0%	0.4%	1.85	890	94.5%	3.1%	2.4%
	France		40.0%	36.6%	13.1%	6.9%	2.0%	0.5%	0.8%	1.99	838	89.7%	6.9%	3.3%
	Finland		32.3%	42.6%	17.4%	6.1%	0.9%	0.6%	0.1%	2.03	674	92.3%	6.1%	1.6%
	Norway		42.9%	33.7%	14.2%	5.7%	2.7%	0.3%	0.5%	1.95	597	90.8%	5.7%	3.5%
	Sweden		44.9%	35.8%	12.6%	4.7%	0.9%	0.9%	0.3%	1.85	573	93.2%	4.7%	2.1%
	Eastern Europe		57.9%	23.4%	11.7%	5.5%	1.4%	0.0%	0.0%	1.69	145	93.1%	5.5%	1.4%
	Southern Europe		48.6%	29.9%	15.9%	4.7%	0.9%	0.0%	0.0%	1.79	107	94.4%	4.7%	0.9%



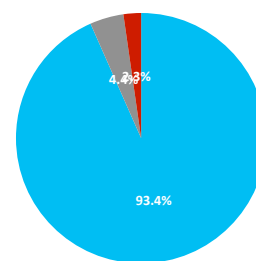
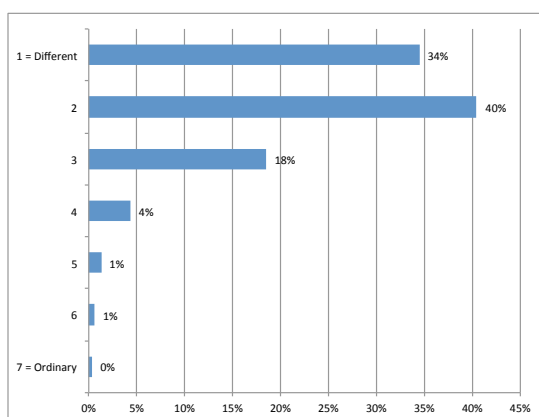
■ Environmentally friendly side (1-3)
■ Neutral (4)
■ Polluting side (5-7)

Please rank how well the following words apply to Reykjavik: 1 = Environmentally friendly 7 = Polluting													
		1 = Environmentally friendly	2	3	4	5	6	7 = Polluting	Scale 1-7	Count	Environmentally friendly side (1-3)	Neutral (4)	Polluting side (5-7)
Been to Reykjavik	Never been	44.5%	36.3%	12.7%	5.0%	0.6%	0.4%	0.4%	1.84	7,510	93.5%	5.0%	1.5%
	Have been	46.7%	35.7%	11.8%	4.3%	0.8%	0.3%	0.4%	1.79	12,938	94.2%	4.3%	1.5%
Country	USA	52.4%	33.1%	9.9%	3.5%	0.5%	0.2%	0.3%	1.68	10,042	95.5%	3.5%	1.0%
	UK	40.1%	38.7%	14.2%	5.3%	1.0%	0.4%	0.3%	1.91	1,734	93.0%	5.3%	1.7%
	Germany	32.3%	44.9%	15.2%	6.3%	0.8%	0.1%	0.5%	2.00	1,284	92.4%	6.3%	1.3%
	Canada	47.3%	37.0%	11.5%	2.8%	0.6%	0.4%	0.4%	1.75	1,247	95.8%	2.8%	1.4%
	Denmark	34.1%	37.4%	17.8%	7.8%	1.3%	1.1%	0.5%	2.10	957	89.2%	7.8%	2.9%
	Netherlands	36.0%	44.1%	13.8%	4.6%	0.4%	0.9%	0.2%	1.93	898	93.9%	4.6%	1.6%
	France	45.3%	36.7%	11.8%	4.6%	0.8%	0.2%	0.6%	1.82	848	93.8%	4.6%	1.7%
	Finland	27.4%	47.7%	17.3%	5.9%	0.4%	0.7%	0.4%	2.08	675	92.4%	5.9%	1.6%
	Norway	32.1%	36.1%	19.7%	10.0%	1.7%	0.0%	0.3%	2.14	598	88.0%	10.0%	2.0%
	Sweden	36.5%	37.3%	16.2%	6.9%	1.5%	0.7%	0.9%	2.05	581	90.0%	6.9%	3.1%
Eastern Europe		59.6%	28.8%	6.8%	3.4%	1.4%	0.0%	0.0%	1.58	146	95.2%	3.4%	1.4%
Southern Europe		65.7%	22.9%	6.7%	3.8%	0.0%	1.0%	0.0%	1.52	105	95.2%	3.8%	1.0%



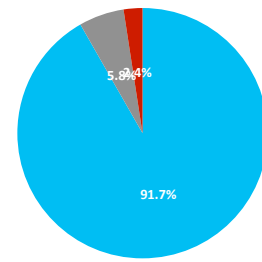
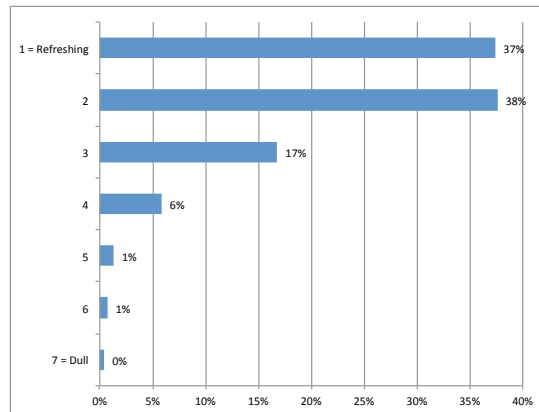
■ Clean side (1-3) ■ Neutral (4)
■ Dirty side (5-7)

Please rank how well the following words apply to Reykjavik: 1 = Clean 7 = Dirty											Clean side (1-3)	Neutral (4)	Dirty side (5-7)
		1 = Clean	2	3	4	5	6	7 = Dirty	Scale 1-7	Count			
Been to Reykjavik	Never been	45.5%	35.9%	11.6%	5.3%	0.6%	0.6%	0.6%	1.84	7,494	92.9%	5.3%	1.8%
	Have been	54.3%	32.5%	8.2%	2.9%	1.0%	0.6%	0.5%	1.68	12,932	95.0%	2.9%	2.1%
Country	USA	55.8%	30.8%	8.7%	3.0%	0.7%	0.6%	0.5%	1.66	10,039	95.2%	3.0%	1.8%
	UK	50.2%	35.3%	9.1%	3.2%	0.8%	0.9%	0.6%	1.74	1,733	94.5%	3.2%	2.3%
	Germany	37.8%	41.4%	13.7%	5.2%	1.3%	0.3%	0.2%	1.93	1,279	92.9%	5.2%	1.9%
	Canada	54.5%	32.5%	8.5%	3.0%	0.9%	0.3%	0.2%	1.65	1,245	95.6%	3.0%	1.4%
	Denmark	43.7%	36.3%	11.4%	5.6%	1.0%	0.8%	1.0%	1.91	961	91.5%	5.6%	2.9%
	Netherlands	45.1%	40.8%	8.8%	3.0%	0.8%	1.1%	0.4%	1.79	899	94.7%	3.0%	2.3%
	France	49.1%	36.1%	8.5%	4.6%	0.5%	0.6%	0.6%	1.75	845	93.7%	4.6%	1.7%
	Finland	38.4%	43.7%	11.3%	5.3%	0.7%	0.6%	0.0%	1.88	675	93.3%	5.3%	1.3%
	Norway	37.3%	37.6%	14.5%	7.7%	1.5%	0.8%	0.5%	2.03	598	89.5%	7.7%	2.8%
	Sweden	39.9%	38.0%	13.2%	5.9%	1.9%	0.5%	0.7%	1.96	577	91.0%	5.9%	3.1%
	Eastern Europe	49.3%	38.4%	8.2%	3.4%	0.7%	0.0%	0.0%	1.68	146	95.9%	3.4%	0.7%
	Southern Europe	57.9%	30.8%	5.6%	4.7%	0.9%	0.0%	0.0%	1.60	107	94.4%	4.7%	0.9%



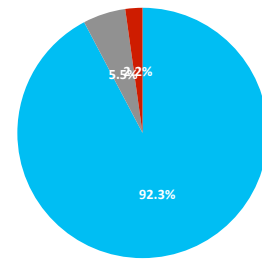
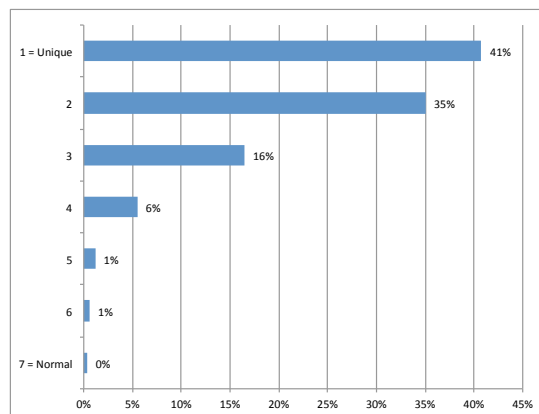
■ Different side (1-3)
■ Neutral (4)
■ Ordinary side (5-7)

Please rank how well the following words apply to Reykjavik: 1 = Different 7 = Ordinary													
		1 = Different	2	3	4	5	6	7 = Ordinary	Scale 1-7	Count	Different side (1-3)	Neutral (4)	Ordinary side (5-7)
Been to Reykjavik	Never been	36.4%	40.1%	17.0%	4.5%	1.0%	0.6%	0.4%	1.97	7,500	93.5%	4.5%	2.0%
	Have been	33.3%	40.7%	19.3%	4.3%	1.5%	0.6%	0.3%	2.03	12,899	93.3%	4.3%	2.4%
Country	USA	37.5%	39.6%	17.7%	3.5%	0.9%	0.5%	0.3%	1.93	10,026	94.8%	3.5%	1.7%
	UK	35.3%	41.8%	16.1%	4.9%	1.2%	0.3%	0.3%	1.97	1,726	93.3%	4.9%	1.9%
	Germany	24.3%	44.2%	23.4%	5.6%	1.6%	0.5%	0.2%	2.19	1,276	91.9%	5.6%	2.4%
	Canada	40.2%	40.2%	14.7%	3.0%	1.2%	0.5%	0.2%	1.87	1,246	95.1%	3.0%	1.8%
	Denmark	20.7%	40.1%	26.1%	8.0%	3.6%	1.3%	0.2%	2.38	957	86.9%	8.0%	5.0%
	Netherlands	26.7%	44.9%	19.9%	5.3%	2.1%	0.7%	0.4%	2.15	894	91.5%	5.3%	3.2%
	France	32.6%	40.5%	17.4%	5.2%	2.1%	1.3%	0.8%	2.11	844	90.5%	5.2%	4.3%
	Finland	32.3%	45.4%	16.9%	3.7%	0.6%	0.7%	0.3%	1.98	674	94.7%	3.7%	1.6%
	Norway	26.6%	41.6%	20.9%	7.0%	2.5%	0.7%	0.7%	2.22	598	89.1%	7.0%	3.8%
	Sweden	29.5%	39.3%	22.8%	5.2%	1.4%	1.0%	0.9%	2.16	580	91.6%	5.2%	3.3%
	Eastern Europe	39.3%	34.5%	18.6%	4.1%	2.1%	1.4%	0.0%	1.99	145	92.4%	4.1%	3.4%
	Southern Europe	45.8%	28.0%	14.0%	11.2%	0.9%	0.0%	0.0%	1.93	107	87.9%	11.2%	0.9%



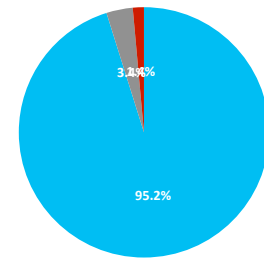
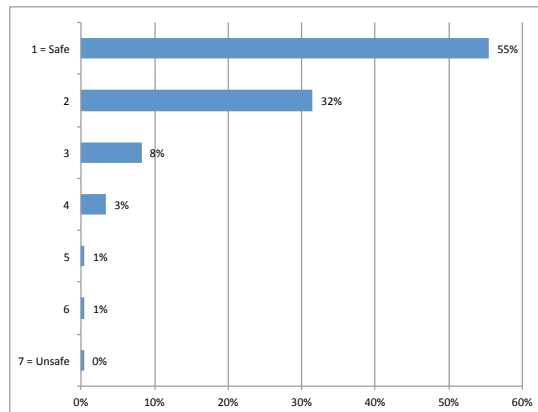
■ Refreshing side (1-3)
■ Neutral (4)
■ Dull side (5-7)

Please rank how well the following words apply to Reykjavik: 1 = Refreshing 7 = Dull											Refreshing side (1-3)	Neutral (4)	Dull side (5-7)
		1 = Refreshing	2	3	4	5	6	7 = Dull	Scale 1-7	Count			
Been to Reykjavik													
	Never been	33.9%	39.1%	18.0%	7.0%	1.1%	0.6%	0.4%	2.05	7,417	91.0%	7.0%	2.0%
	Have been	39.4%	36.8%	16.0%	5.2%	1.4%	0.8%	0.4%	1.96	12,792	92.2%	5.2%	2.6%
Country	USA	41.7%	36.7%	14.4%	5.0%	1.1%	0.7%	0.5%	1.91	9,922	92.8%	5.0%	2.2%
	UK	37.1%	38.8%	16.9%	4.9%	1.5%	0.6%	0.2%	1.97	1,703	92.8%	4.9%	2.3%
	Germany	27.6%	42.1%	21.2%	7.2%	1.4%	0.4%	0.1%	2.14	1,265	90.9%	7.2%	1.9%
	Canada	43.9%	38.0%	12.6%	3.6%	1.2%	0.4%	0.2%	1.82	1,234	94.6%	3.6%	1.8%
	Denmark	27.2%	35.7%	24.8%	9.0%	2.1%	0.7%	0.4%	2.27	947	87.8%	9.0%	3.3%
	Netherlands	27.6%	39.7%	21.9%	7.4%	1.8%	1.3%	0.2%	2.21	891	89.2%	7.4%	3.4%
	France	32.7%	37.1%	18.2%	9.5%	1.7%	0.6%	0.2%	2.13	841	88.0%	9.5%	2.5%
	Finland	28.7%	44.8%	19.0%	5.2%	1.6%	0.3%	0.3%	2.08	669	92.5%	5.2%	2.2%
	Norway	28.4%	40.1%	20.5%	8.3%	1.0%	1.0%	0.7%	2.19	591	89.0%	8.3%	2.7%
	Sweden	28.8%	39.6%	19.6%	7.6%	1.9%	1.9%	0.5%	2.22	576	88.0%	7.6%	4.3%
	Eastern Europe	37.0%	33.6%	20.5%	5.5%	1.4%	2.1%	0.0%	2.07	146	91.1%	5.5%	3.4%
	Southern Europe	27.1%	36.4%	20.6%	12.1%	1.9%	1.9%	0.0%	2.31	107	84.1%	12.1%	3.7%



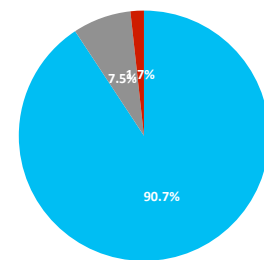
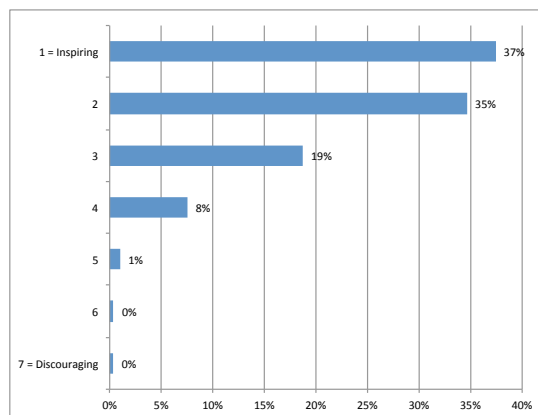
■ Unique side (1-3)
■ Neutral (4)
■ Normal side (5-7)

Please rank how well the following words apply to Reykjavik: 1 = Unique 7 = Normal													
		1 = Unique	2	3	4	5	6	7 = Normal	Scale 1-7	Count	Unique side (1-3)	Neutral (4)	Normal side (5-7)
Been to Reykjavik		39.0%	36.2%	16.7%	6.1%	1.2%	0.5%	0.4%	1.97	7,470	91.8%	6.1%	2.1%
Never been		41.8%	34.4%	16.4%	5.1%	1.2%	0.7%	0.4%	1.93	12,856	92.6%	5.1%	2.2%
Country	USA	42.8%	35.9%	15.0%	4.6%	1.0%	0.4%	0.3%	1.87	9,988	93.7%	4.6%	1.7%
	UK	39.3%	35.3%	17.8%	5.9%	0.9%	0.5%	0.3%	1.97	1,722	92.4%	5.9%	1.7%
	Germany	35.8%	35.8%	18.9%	7.0%	1.5%	0.6%	0.4%	2.06	1,278	90.5%	7.0%	2.5%
	Canada	48.9%	34.1%	12.1%	3.8%	0.6%	0.6%	0.0%	1.75	1,243	95.1%	3.8%	1.1%
	Denmark	30.7%	30.1%	25.5%	9.6%	2.3%	1.4%	0.4%	2.29	955	86.3%	9.6%	4.1%
	Netherlands	36.0%	37.5%	18.5%	5.1%	1.9%	0.4%	0.4%	2.03	895	92.1%	5.1%	2.8%
	France	37.9%	29.7%	19.5%	8.5%	1.9%	1.5%	1.0%	2.15	839	87.1%	8.5%	4.4%
	Finland	34.7%	42.8%	14.8%	5.5%	1.2%	0.9%	0.1%	1.99	671	92.3%	5.5%	2.2%
	Norway	36.4%	32.7%	19.4%	8.3%	1.2%	1.2%	0.8%	2.12	593	88.5%	8.3%	3.2%
	Sweden	36.9%	34.8%	17.9%	6.6%	1.6%	1.4%	0.7%	2.08	574	89.7%	6.6%	3.7%
	Eastern Europe	41.0%	33.3%	18.8%	6.3%	0.7%	0.0%	0.0%	1.92	144	93.1%	6.3%	0.7%
	Southern Europe	39.6%	24.5%	27.4%	5.7%	2.8%	0.0%	0.0%	2.08	106	91.5%	5.7%	2.8%



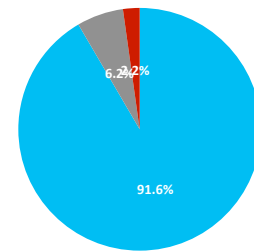
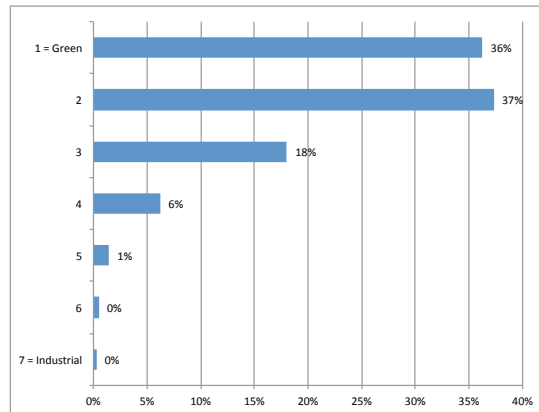
Safe side (1-3)
Neutral (4)
Unsafe side (5-7)

Please rank how well the following words apply to Reykjavik: 1 = Safe 7 = Unsafe		1 = Safe	2	3	4	5	6	7 = Unsafe	Scale 1-7	Count	Safe side (1-3)	Neutral (4)	Unsafe side (5-7)
Been to Reykjavik	Never been	43.1%	36.9%	12.6%	5.8%	0.6%	0.6%	0.4%	1.87	7,487	92.7%	5.8%	1.6%
	Have been	62.5%	28.4%	5.7%	2.0%	0.5%	0.4%	0.4%	1.52	12,876	96.7%	2.0%	1.3%
Country	USA	55.7%	30.9%	8.4%	3.7%	0.4%	0.5%	0.5%	1.66	9,988	95.0%	3.7%	1.4%
	UK	53.2%	33.6%	8.7%	3.3%	0.5%	0.4%	0.3%	1.67	1,725	95.5%	3.3%	1.2%
	Germany	54.4%	34.1%	7.5%	3.0%	0.4%	0.4%	0.2%	1.63	1,276	96.0%	3.0%	1.0%
	Canada	58.7%	30.0%	7.5%	2.6%	0.4%	0.6%	0.2%	1.58	1,246	96.2%	2.6%	1.1%
	Denmark	58.8%	28.7%	7.0%	3.4%	0.6%	0.8%	0.5%	1.63	957	94.6%	3.4%	2.0%
	Netherlands	50.3%	38.6%	7.3%	1.9%	0.8%	0.9%	0.2%	1.68	893	96.2%	1.9%	1.9%
	France	56.2%	28.4%	9.3%	4.5%	0.7%	0.2%	0.6%	1.68	845	94.0%	4.5%	1.5%
	Finland	46.9%	41.0%	9.0%	2.2%	0.3%	0.4%	0.1%	1.70	676	96.9%	2.2%	0.9%
	Norway	55.2%	32.4%	6.7%	3.7%	1.3%	0.2%	0.5%	1.66	601	94.3%	3.7%	2.0%
	Sweden	55.1%	30.2%	9.8%	2.8%	0.5%	1.0%	0.5%	1.69	579	95.2%	2.8%	2.1%
	Eastern Europe	58.6%	29.0%	7.6%	3.4%	0.7%	0.7%	0.0%	1.61	145	95.2%	3.4%	1.4%
	Southern Europe	59.8%	28.0%	2.8%	6.5%	1.9%	0.9%	0.0%	1.65	107	90.7%	6.5%	2.8%



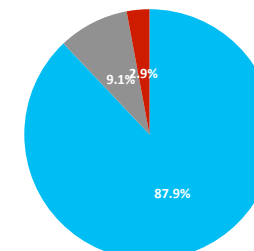
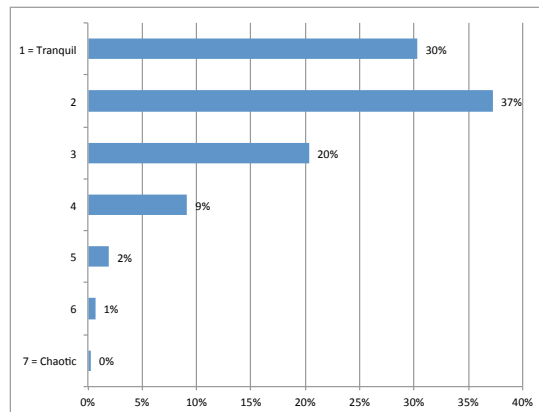
Inspiring side (1-3)
Neutral (4)
Discouraging side (5-7)

Please rank how well the following words apply to Reykjavik: 1 = Inspiring 7 = Discouraging		1 = Inspiring	2	3	4	5	6	7 = Discouraging	Scale 1-7	Count	Inspiring side (1-3)	Neutral (4)	Discouraging side (5-7)
Been to Reykjavik	Never been	35.1%	35.7%	19.1%	8.5%	1.0%	0.3%	0.4%	2.07	7,378	89.9%	8.5%	1.7%
	Have been	38.8%	34.0%	18.5%	7.0%	1.0%	0.4%	0.4%	2.00	12,783	91.3%	7.0%	1.8%
Country	USA	38.1%	33.7%	18.6%	8.0%	0.9%	0.3%	0.4%	2.02	9,884	90.4%	8.0%	1.6%
	UK	36.3%	35.6%	18.5%	8.3%	0.5%	0.4%	0.4%	2.04	1,695	90.4%	8.3%	1.2%
	Germany	37.1%	38.2%	17.7%	5.7%	0.9%	0.1%	0.3%	1.97	1,266	93.0%	5.7%	1.3%
	Canada	43.5%	34.8%	16.1%	4.3%	1.1%	0.1%	0.2%	1.85	1,236	94.4%	4.3%	1.3%
	Denmark	28.4%	33.3%	26.2%	9.7%	1.5%	0.7%	0.2%	2.26	943	87.9%	9.7%	2.4%
	Netherlands	32.3%	36.7%	21.4%	7.5%	1.0%	0.6%	0.6%	2.12	896	90.4%	7.5%	2.1%
	France	37.9%	36.7%	15.3%	8.5%	1.2%	0.2%	0.2%	2.00	837	89.8%	8.5%	1.7%
	Finland	32.8%	40.8%	20.0%	5.1%	0.9%	0.2%	0.3%	2.02	665	93.5%	5.1%	1.4%
	Norway	32.0%	36.4%	21.5%	7.2%	1.3%	1.2%	0.3%	2.14	596	89.9%	7.2%	2.9%
	Sweden	34.7%	37.0%	17.7%	7.4%	1.6%	1.2%	0.5%	2.10	571	89.3%	7.4%	3.3%
	Eastern Europe	48.3%	31.0%	6.9%	9.7%	3.4%	0.7%	0.0%	1.91	145	86.2%	9.7%	4.1%
	Southern Europe	35.8%	34.0%	17.9%	9.4%	2.8%	0.0%	0.0%	2.09	106	87.7%	9.4%	2.8%



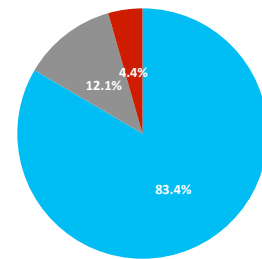
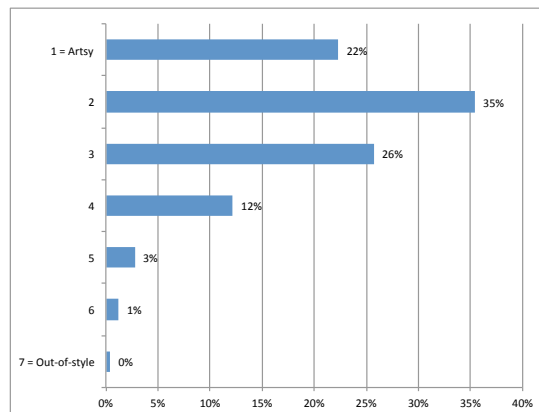
Green side (1-3)
Neutral (4)
Industrial side (5-7)

Please rank how well the following words apply to Reykjavik: 1 = Green 7 = Industrial													
		1 = Green	2	3	4	5	6	7 = Industrial	Scale 1-7	Count	Green side (1-3)	Neutral (4)	Industrial side (5-7)
Been to Reykjavik	Never been	37.1%	37.6%	17.5%	5.9%	1.2%	0.4%	0.3%	1.99	7,503	92.2%	5.9%	1.9%
	Have been	35.8%	37.1%	18.4%	6.4%	1.6%	0.5%	0.3%	2.04	12,909	91.2%	6.4%	2.4%
Country	USA	42.1%	35.8%	15.1%	5.3%	1.1%	0.4%	0.2%	1.90	10,027	93.0%	5.3%	1.8%
	UK	30.3%	39.1%	21.1%	7.5%	1.3%	0.4%	0.3%	2.13	1,727	90.6%	7.5%	2.0%
	Germany	23.1%	39.7%	25.1%	8.2%	3.2%	0.5%	0.3%	2.31	1,276	87.9%	8.2%	4.0%
	Canada	37.0%	41.3%	16.0%	4.5%	0.6%	0.2%	0.2%	1.92	1,247	94.4%	4.5%	1.1%
	Denmark	29.4%	36.6%	23.1%	8.4%	1.6%	0.6%	0.2%	2.19	955	89.2%	8.4%	2.4%
	Netherlands	30.1%	39.6%	20.4%	7.0%	1.8%	1.0%	0.1%	2.14	894	90.0%	7.0%	2.9%
	France	31.4%	36.9%	19.5%	9.0%	2.0%	0.7%	0.5%	2.17	851	87.8%	9.0%	3.2%
	Finland	26.1%	44.4%	22.0%	5.6%	1.6%	0.3%	0.0%	2.13	678	92.5%	5.6%	1.9%
	Norway	27.0%	38.4%	23.7%	7.9%	1.8%	0.8%	0.3%	2.23	596	89.1%	7.9%	3.0%
	Sweden	28.2%	37.7%	23.1%	7.9%	2.2%	0.5%	0.3%	2.21	579	88.9%	7.9%	3.1%
	Eastern Europe	43.2%	33.6%	15.1%	5.5%	2.1%	0.0%	0.7%	1.92	146	91.8%	5.5%	2.7%
	Southern Europe	39.3%	35.5%	17.8%	5.6%	0.9%	0.0%	0.0%	1.96	107	92.5%	5.6%	1.9%



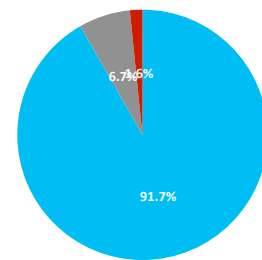
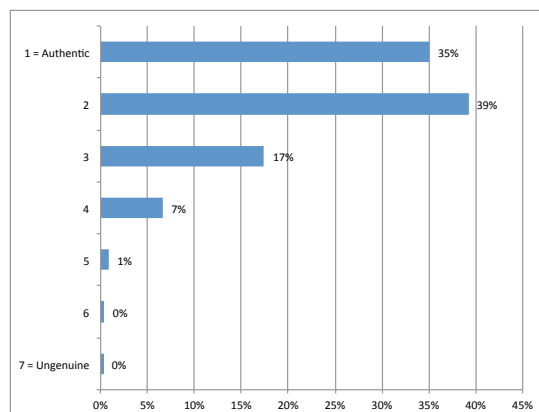
Tranquil side (1-3)
Neutral (4)
Chaotic side (5-7)

Please rank how well the following words apply to Reykjavik: 1 = Tranquil 7 = Chaotic													
		1 = Tranquil	2	3	4	5	6	7 = Chaotic	Scale 1-7	Count	Tranquil side (1-3)	Neutral (4)	Chaotic side (5-7)
Been to Reykjavik	Never been	27.9%	38.0%	21.1%	10.4%	1.7%	0.6%	0.3%	2.23	7,477	87.0%	10.4%	2.6%
	Have been	31.6%	36.8%	20.0%	8.4%	2.1%	0.7%	0.3%	2.16	12,870	88.5%	8.4%	3.1%
Country	USA	30.8%	36.3%	20.9%	9.3%	1.8%	0.6%	0.3%	2.18	10,006	88.0%	9.3%	2.6%
	UK	26.5%	38.9%	21.1%	10.0%	2.5%	0.7%	0.3%	2.26	1,722	86.5%	10.0%	3.5%
	Germany	17.2%	38.6%	24.7%	14.4%	3.3%	1.3%	0.5%	2.54	1,273	80.5%	14.4%	5.1%
	Canada	29.7%	35.9%	23.6%	8.3%	1.9%	0.5%	0.2%	2.19	1,241	89.2%	8.3%	2.5%
	Denmark	29.0%	41.2%	19.3%	8.1%	1.2%	1.1%	0.1%	2.15	951	89.6%	8.1%	2.3%
	Netherlands	30.8%	41.8%	18.5%	6.3%	1.6%	1.1%	0.0%	2.09	894	91.1%	6.3%	2.7%
	France	41.7%	34.4%	14.4%	7.3%	1.5%	0.2%	0.4%	1.95	848	90.6%	7.3%	2.1%
	Finland	34.3%	44.1%	15.4%	4.1%	1.3%	0.4%	0.3%	1.97	676	93.8%	4.1%	2.1%
	Norway	26.7%	40.3%	21.5%	9.0%	1.4%	0.8%	0.3%	2.22	591	88.5%	9.0%	2.5%
	Sweden	30.1%	37.8%	19.7%	8.4%	2.8%	0.9%	0.3%	2.20	574	87.6%	8.4%	4.0%
	Eastern Europe	30.6%	37.5%	18.8%	10.4%	1.4%	1.4%	0.0%	2.19	144	86.8%	10.4%	2.8%
	Southern Europe	52.3%	32.7%	9.3%	2.8%	2.8%	0.0%	0.0%	1.71	107	94.4%	2.8%	2.8%



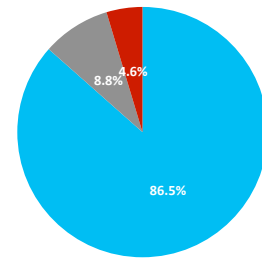
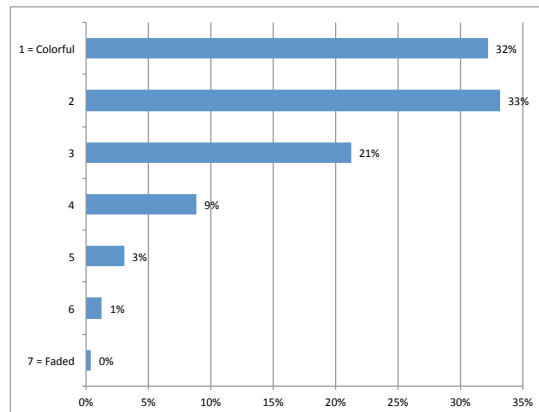
■ Artsy side (1-3)
■ Neutral (4)
■ Out-of-style side (5-7)

Please rank how well the following words apply to Reykjavik: 1 = Artsy 7 = Out-of-style													
		1 = Artsy	2	3	4	5	6	7 = Out-of-style	Scale 1-7	Count	Artsy side (1-3)	Neutral (4)	Out-of-style side (5-7)
Been to Reykjavik	Never been	18.6%	33.4%	28.1%	15.2%	3.0%	1.3%	0.4%	2.56	7,499	80.1%	15.2%	4.7%
	Have been	24.5%	36.5%	24.3%	10.4%	2.6%	1.2%	0.4%	2.35	12,925	85.4%	10.4%	4.2%
Country	USA	24.5%	35.6%	25.2%	10.9%	2.2%	1.2%	0.4%	2.36	10,049	85.3%	10.9%	3.8%
	UK	15.5%	33.5%	29.8%	16.7%	3.1%	1.0%	0.3%	2.63	1,732	78.9%	16.7%	4.4%
	Germany	22.6%	40.4%	23.5%	10.7%	2.0%	0.8%	0.1%	2.32	1,279	86.5%	10.7%	2.8%
	Canada	31.4%	36.2%	20.9%	8.6%	2.0%	0.6%	0.2%	2.16	1,247	88.5%	8.6%	2.9%
	Denmark	15.0%	31.4%	29.1%	17.0%	5.3%	1.9%	0.3%	2.73	959	75.5%	17.0%	7.5%
	Netherlands	15.3%	37.1%	29.1%	12.4%	4.4%	1.7%	0.0%	2.58	889	81.6%	12.4%	6.1%
	France	18.4%	30.8%	26.9%	17.2%	4.1%	2.3%	0.4%	2.66	837	76.1%	17.2%	6.7%
	Finland	11.3%	38.1%	31.7%	14.1%	3.3%	0.7%	0.7%	2.65	672	81.1%	14.1%	4.8%
	Norway	19.7%	38.7%	24.2%	13.5%	2.7%	0.7%	0.7%	2.46	600	82.5%	13.5%	4.0%
	Sweden	17.5%	32.9%	28.5%	14.7%	4.3%	1.0%	1.0%	2.63	578	78.9%	14.7%	6.4%
	Eastern Europe	26.0%	37.7%	24.0%	7.5%	2.7%	2.1%	0.0%	2.29	146	87.7%	7.5%	4.8%
	Southern Europe	21.5%	40.2%	19.6%	15.0%	2.8%	0.9%	0.0%	2.40	107	81.3%	15.0%	3.7%



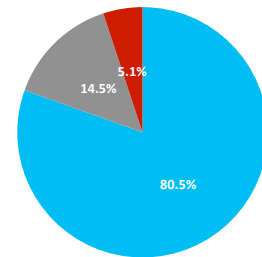
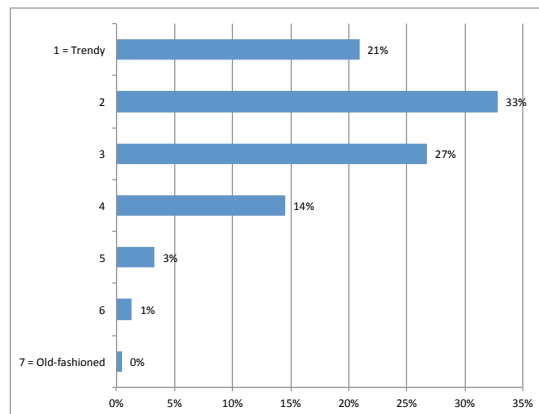
■ Authentic side (1-3)
■ Neutral (4)
■ Ungenuine side (5-7)

Please rank how well the following words apply to Reykjavik: 1 = Authentic 7 = Ungenuine														
		1 = Authentic	2	3	4	5	6	7 = Ungenuine	Scale 1-7	Count	Authentic side (1-3)	Neutral (4)	Ungenuine side (5-7)	
Been to Reykjavik	Never been	32.8%	39.8%	18.3%	7.8%	0.8%	0.3%	0.3%	2.06	7,401	90.9%	7.8%	1.4%	
	Have been	36.4%	39.0%	16.9%	6.0%	1.0%	0.4%	0.3%	1.99	12,767	92.3%	6.0%	1.7%	
Country	USA	38.8%	38.1%	15.5%	6.2%	0.7%	0.4%	0.3%	1.94	9,903	92.4%	6.2%	1.4%	
	UK	31.1%	41.7%	18.8%	7.0%	0.8%	0.4%	0.3%	2.07	1,709	91.6%	7.0%	1.4%	
	Germany	30.6%	45.5%	17.8%	5.0%	0.6%	0.2%	0.2%	2.01	1,267	94.0%	5.0%	1.0%	
	Canada	39.6%	41.8%	13.2%	4.7%	0.2%	0.3%	0.2%	1.86	1,227	94.6%	4.7%	0.7%	
	Denmark	25.9%	37.3%	25.0%	10.1%	1.2%	0.1%	0.4%	2.25	947	88.2%	10.1%	1.7%	
	Netherlands	27.9%	45.0%	18.6%	7.2%	0.6%	0.6%	0.2%	2.10	883	91.4%	7.2%	1.4%	
	France	31.1%	35.1%	20.2%	10.2%	2.5%	0.5%	0.5%	2.21	837	86.4%	10.2%	3.5%	
	Finland	24.3%	43.7%	24.5%	6.3%	0.9%	0.3%	0.0%	2.17	662	92.4%	6.3%	1.2%	
	Norway	27.3%	39.0%	22.1%	8.6%	1.5%	1.3%	0.2%	2.23	593	88.4%	8.6%	3.0%	
	Sweden	27.0%	39.9%	22.1%	7.5%	2.6%	0.5%	0.3%	2.22	574	89.0%	7.5%	3.5%	
	Eastern Europe	39.3%	32.4%	20.0%	6.9%	0.7%	0.7%	0.0%	1.99	145	91.7%	6.9%	1.4%	
	Southern Europe	34.9%	34.9%	19.8%	7.5%	2.8%	0.0%	0.0%	2.08	106	89.6%	7.5%	2.8%	



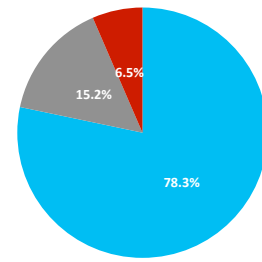
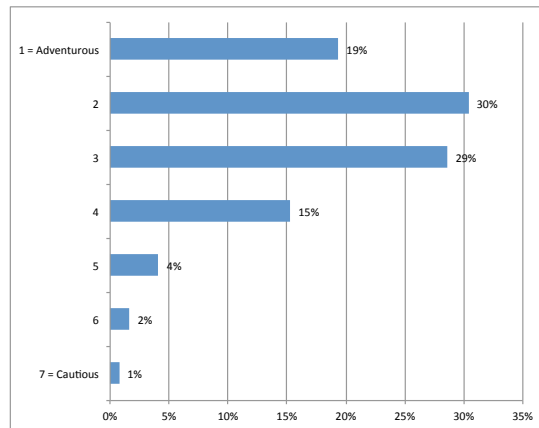
Colorful side (1-3)
Neutral (4)
Faded side (5-7)

Please rank how well the following words apply to Reykjavik: 1 = Colorful 7 = Faded													
		1 = Colorful	2	3	4	5	6	7 = Faded	Scale 1-7	Count	Colorful side (1-3)	Neutral (4)	Faded side (5-7)
Been to Reykjavik		29.9%	33.8%	22.1%	10.1%	2.7%	1.1%	0.3%	2.27	7,483	85.8%	10.1%	4.1%
Never been Have been		33.5%	32.8%	20.7%	8.0%	3.2%	1.3%	0.4%	2.20	12,880	87.0%	8.0%	4.9%
Country	USA	35.4%	32.8%	19.6%	8.3%	2.5%	1.1%	0.3%	2.14	9,992	87.8%	8.3%	3.9%
	UK	27.8%	36.2%	23.0%	8.7%	2.8%	1.2%	0.2%	2.27	1,731	87.1%	8.7%	4.2%
	Germany	29.3%	35.1%	22.5%	8.8%	3.5%	0.7%	0.2%	2.25	1,277	86.8%	8.8%	4.4%
	Canada	37.1%	37.4%	16.1%	6.6%	1.9%	0.9%	0.1%	2.02	1,249	90.6%	6.6%	2.9%
	Denmark	22.4%	29.9%	28.4%	12.2%	5.1%	1.6%	0.4%	2.54	958	80.7%	12.2%	7.1%
	Netherlands	23.7%	35.9%	25.8%	9.1%	3.6%	1.6%	0.3%	2.39	893	85.4%	9.1%	5.5%
	France	35.1%	32.3%	17.5%	9.1%	3.2%	1.9%	0.8%	2.22	844	85.0%	9.1%	5.9%
	Finland	21.0%	37.0%	25.1%	10.7%	4.9%	0.7%	0.6%	2.46	673	83.1%	10.7%	6.2%
	Norway	20.6%	33.1%	25.5%	13.1%	4.7%	2.2%	0.8%	2.58	596	79.2%	13.1%	7.7%
	Sweden	23.4%	26.2%	29.5%	11.3%	5.9%	3.1%	0.5%	2.61	576	79.2%	11.3%	9.5%
Eastern Europe		40.7%	26.9%	19.3%	9.0%	3.4%	0.7%	0.0%	2.10	145	86.9%	9.0%	4.1%
Southern Europe		36.4%	22.4%	26.2%	12.1%	0.9%	1.9%	0.0%	2.24	107	85.0%	12.1%	2.8%



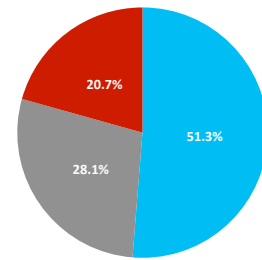
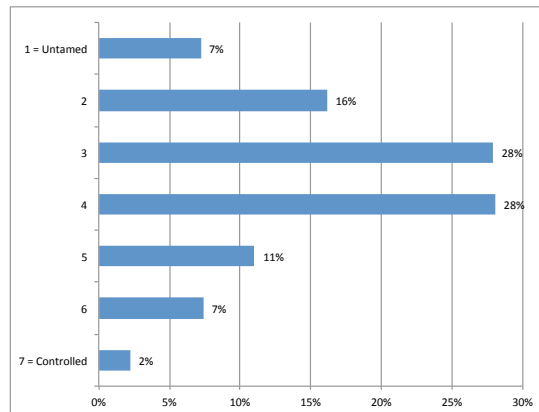
Trendy side (1-3)
Neutral (4)
Old-fashioned side (5-7)

Please rank how well the following words apply to Reykjavik: 1 = Trendy 7 = Old-fashioned													
		1 = Trendy	2	3	4	5	6	7 = Old-fashioned	Scale 1-7	Count	Trendy side (1-3)	Neutral (4)	Old-fashioned side (5-7)
Been to Reykjavik	Never been	17.3%	30.1%	29.0%	17.5%	4.1%	1.6%	0.4%	2.67	7,452	76.4%	17.5%	6.1%
	Have been	22.9%	34.4%	25.5%	12.7%	2.8%	1.2%	0.4%	2.43	12,839	82.8%	12.7%	4.5%
Country	USA	20.0%	32.1%	27.5%	15.3%	3.3%	1.3%	0.4%	2.55	9,959	79.6%	15.3%	5.0%
	UK	18.4%	33.4%	27.9%	15.6%	3.1%	1.3%	0.2%	2.57	1,721	79.7%	15.6%	4.7%
	Germany	21.7%	39.1%	23.9%	10.5%	3.8%	0.6%	0.3%	2.39	1,275	84.8%	10.5%	4.7%
	Canada	25.9%	33.8%	24.8%	12.4%	2.3%	0.5%	0.3%	2.34	1,240	84.4%	12.4%	3.1%
	Denmark	17.1%	30.2%	30.5%	15.7%	4.3%	1.9%	0.3%	2.67	951	77.8%	15.7%	6.5%
	Netherlands	24.2%	34.8%	26.5%	10.1%	2.8%	1.1%	0.4%	2.38	893	85.6%	10.1%	4.4%
	France	20.6%	29.7%	24.1%	18.7%	4.0%	2.5%	0.4%	2.65	841	74.4%	18.7%	6.9%
	Finland	14.9%	36.6%	29.5%	13.2%	3.4%	1.9%	0.4%	2.61	672	81.0%	13.2%	5.8%
	Norway	31.3%	34.2%	20.8%	10.4%	1.5%	1.0%	0.8%	2.23	597	86.3%	10.4%	3.4%
	Sweden	18.8%	30.4%	27.8%	15.5%	5.2%	1.7%	0.7%	2.66	576	76.9%	15.5%	7.6%
Eastern Europe		19.4%	36.8%	24.3%	13.2%	3.5%	2.1%	0.7%	2.53	144	80.6%	13.2%	6.3%
Southern Europe		18.7%	37.4%	20.6%	16.8%	4.7%	1.9%	0.0%	2.57	107	76.6%	16.8%	6.5%



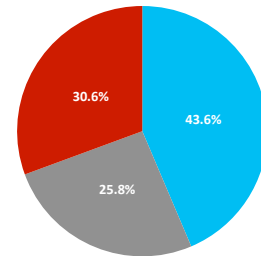
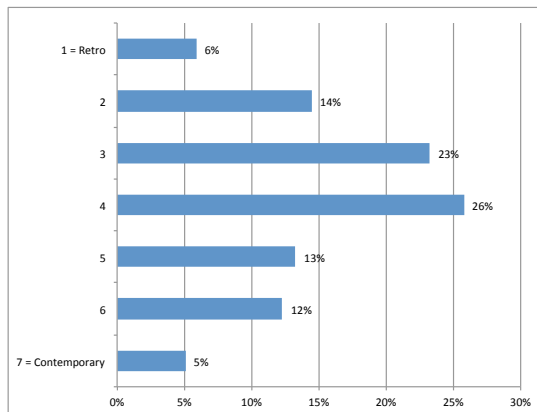
■ Adventurous side (1-3)
■ Neutral (4)
■ Cautious side (5-7)

Please rank how well the following words apply to Reykjavik: 1 = Adventurous 7 = Cautious													
		1 = Adventurous	2	3	4	5	6	7 = Cautious	Scale 1-7	Count	Adventurous side (1-3)	Neutral (4)	Cautious side (5-7)
Been to Reykjavik	Never been	21.4%	32.3%	27.0%	14.0%	3.5%	1.2%	0.6%	2.52	7,531	80.7%	14.0%	5.3%
	Have been	18.1%	29.3%	29.5%	15.9%	4.5%	1.9%	0.8%	2.68	12,954	76.9%	15.9%	7.2%
Country	USA	22.9%	33.1%	27.6%	12.5%	2.6%	0.9%	0.4%	2.43	10,069	83.6%	12.5%	4.0%
	UK	14.8%	31.0%	33.1%	15.4%	4.3%	1.2%	0.2%	2.68	1,735	78.9%	15.4%	5.6%
	Germany	10.4%	25.7%	33.0%	19.8%	7.1%	3.0%	0.9%	3.00	1,283	69.1%	19.8%	11.1%
	Canada	21.4%	33.4%	26.9%	13.9%	3.1%	1.0%	0.2%	2.48	1,245	81.8%	13.9%	4.3%
	Denmark	16.7%	26.3%	29.9%	20.5%	4.9%	1.4%	0.4%	2.76	960	72.8%	20.5%	6.7%
	Netherlands	16.9%	26.1%	31.0%	18.5%	5.8%	1.3%	0.4%	2.76	901	73.9%	18.5%	7.5%
	France	7.4%	14.2%	26.5%	24.9%	12.6%	8.5%	5.9%	3.70	848	48.1%	24.9%	27.0%
	Finland	14.6%	36.0%	29.6%	15.2%	3.1%	1.0%	0.4%	2.61	678	80.2%	15.2%	4.6%
	Norway	22.6%	30.0%	27.4%	14.6%	3.0%	1.7%	0.8%	2.54	603	79.9%	14.6%	5.5%
	Sweden	13.1%	28.1%	31.0%	20.5%	5.2%	1.6%	0.5%	2.83	580	72.2%	20.5%	7.2%
	Eastern Europe	19.2%	33.6%	24.7%	12.3%	8.2%	2.1%	0.0%	2.63	146	77.4%	12.3%	10.3%
Southern Europe	14.2%	24.5%	21.7%	21.7%	8.5%	8.5%	0.9%	3.15	106	60.4%	21.7%	17.9%	



■ Untamed side (1-3)
■ Neutral (4)
■ Controlled side (5-7)

Please rank how well the following words apply to Reykjavik: 1 = Untamed 7 = Controlled													
		1 = Untamed	2	3	4	5	6	7 = Controlled	Scale 1-7	Count	Untamed side (1-3)	Neutral (4)	Controlled side (5-7)
Been to Reykjavik	Never been	8.0%	17.1%	27.8%	29.0%	9.8%	6.4%	2.0%	3.42	7,442	52.9%	29.0%	18.1%
	Have been	6.7%	15.6%	28.0%	27.5%	11.7%	8.0%	2.4%	3.55	12,756	50.4%	27.5%	22.1%
Country	USA	7.3%	14.7%	27.4%	28.9%	11.5%	7.6%	2.5%	3.56	9,930	49.4%	28.9%	21.7%
	UK	8.2%	18.0%	28.6%	26.1%	10.9%	6.5%	1.8%	3.40	1,708	54.7%	26.1%	19.2%
	Germany	4.5%	17.2%	30.3%	28.8%	10.3%	7.5%	1.4%	3.51	1,261	52.0%	28.8%	19.2%
	Canada	7.4%	16.2%	30.2%	27.5%	10.6%	6.3%	1.8%	3.44	1,236	53.8%	27.5%	18.7%
	Denmark	6.2%	18.0%	29.4%	27.5%	10.2%	6.8%	1.8%	3.45	948	53.7%	27.5%	18.8%
	Netherlands	8.3%	18.1%	28.7%	23.1%	12.1%	8.1%	1.6%	3.43	884	55.1%	23.1%	21.8%
	France	5.3%	12.9%	22.0%	40.1%	9.8%	7.0%	2.8%	3.68	827	40.3%	40.1%	19.6%
	Finland	6.3%	23.0%	29.4%	25.5%	7.6%	7.3%	0.9%	3.31	670	58.7%	25.5%	15.8%
	Norway	8.4%	18.7%	29.2%	24.5%	11.1%	6.6%	1.5%	3.37	595	56.3%	24.5%	19.2%
	Sweden	5.1%	19.2%	25.9%	26.7%	12.8%	8.0%	2.3%	3.56	572	50.2%	26.7%	23.1%
Eastern Europe		7.0%	23.1%	28.7%	24.5%	8.4%	7.7%	0.7%	3.30	143	58.7%	24.5%	16.8%
Southern Europe		7.6%	11.4%	20.0%	32.4%	10.5%	14.3%	3.8%	3.85	105	39.0%	32.4%	28.6%

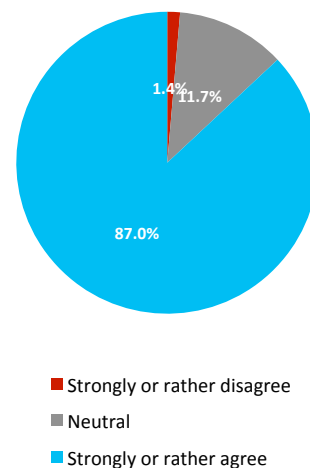
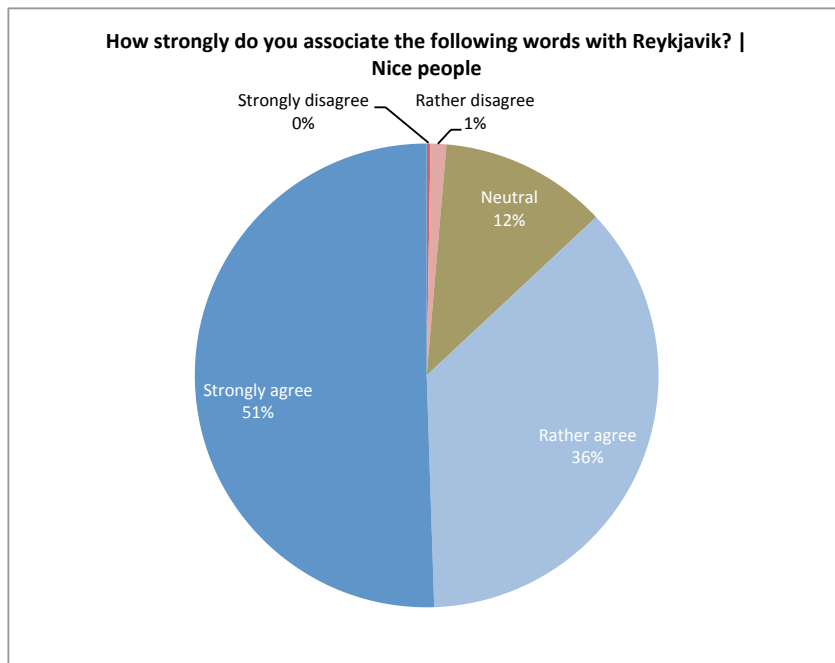


■ Retro side (1-3)
■ Neutral (4)
■ Contemporary side (5-7)

Please rank how well the following words apply to Reykjavik: 1 = Retro 7 = Contemporary													
		1 = Retro	2	3	4	5	6	7 = Contemporary	Scale 1-7	Count	Retro side (1-3)	Neutral (4)	Contemporary side (5-7)
Been to Reykjavik	Never been	5.5%	13.4%	22.7%	28.1%	13.3%	12.3%	4.7%	3.86	7,479	41.6%	28.1%	30.3%
	Have been	6.1%	15.0%	23.6%	24.3%	13.2%	12.3%	5.3%	3.82	12,837	44.8%	24.3%	30.9%
Country	USA	6.2%	13.6%	20.9%	25.2%	13.8%	14.1%	6.2%	3.94	9,989	40.7%	25.2%	34.1%
	UK	5.2%	14.8%	24.2%	26.1%	14.0%	11.9%	3.8%	3.80	1,719	44.2%	26.1%	29.7%
	Germany	4.4%	16.7%	27.1%	25.1%	13.6%	9.9%	3.2%	3.69	1,269	48.2%	25.1%	26.6%
	Canada	6.6%	15.2%	21.8%	24.2%	13.0%	13.0%	6.1%	3.85	1,242	43.6%	24.2%	32.1%
	Denmark	5.9%	16.0%	30.5%	30.7%	9.7%	5.2%	2.0%	3.46	955	52.4%	30.7%	17.0%
	Netherlands	6.6%	16.3%	30.0%	24.2%	11.5%	8.9%	2.5%	3.54	888	52.9%	24.2%	22.9%
	France	2.8%	9.8%	18.2%	29.3%	16.0%	17.6%	6.3%	4.24	846	30.9%	29.3%	39.8%
	Finland	4.3%	17.4%	29.9%	28.1%	12.3%	6.5%	1.5%	3.52	673	51.6%	28.1%	20.4%
	Norway	6.9%	15.8%	26.9%	27.1%	11.8%	8.1%	3.5%	3.59	595	49.6%	27.1%	23.4%
	Sweden	3.5%	16.2%	29.4%	28.7%	10.6%	7.7%	4.0%	3.66	575	49.0%	28.7%	22.3%
	Eastern Europe	4.9%	14.6%	22.2%	26.4%	14.6%	12.5%	4.9%	3.88	144	41.7%	26.4%	31.9%
Southern Europe		1.9%	8.4%	22.4%	31.8%	15.0%	15.9%	4.7%	4.16	107	32.7%	31.8%	35.5%



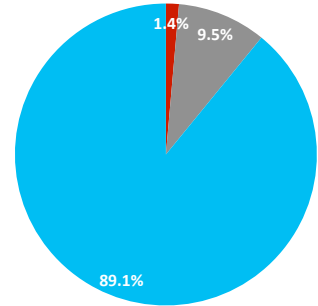
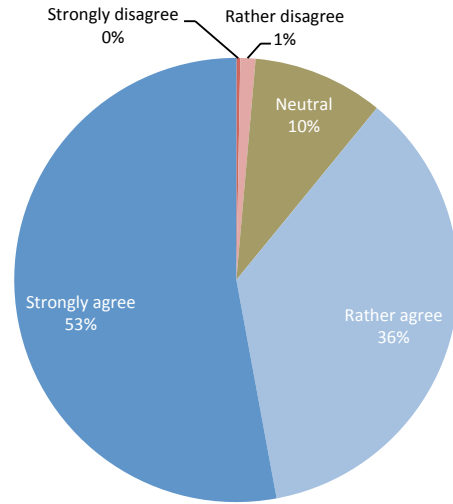
Þátttakendur voru beðnir að segja til um hversu sammála eða ósammála þeir væru því að eftirfarandi orð ættu við Reykjavík: Indælt fólk, vinnaleg, smá, náttúra, norðurljós, norræn. Niðurstöður eru afgerandi eins og sjá má, en öll orðin eru talin eiga fremur eða mjög vel við. Afgerandi líkindi voru milli svara samanburðarhópa.



How strongly do you associate the following words with Reykjavik? Nice people		Strongly disagree	Rather disagree	Neutral	Rather agree	Strongly agree	Scale 1-5	Count	Strongly or rather disagree	Neutral	Strongly or rather agree
Total	Total	0.3%	1.1%	11.7%	36.4%	50.5%	4.36	20,817	1.4%	11.7%	87.0%
Gender	Female	0.3%	1.0%	12.7%	34.6%	51.3%	4.36	9,758	1.4%	12.7%	86.0%
	Male	0.2%	1.2%	10.7%	38.0%	49.9%	4.36	10,818	1.4%	10.7%	87.9%
Age	18-29 years	0.3%	1.4%	12.5%	38.6%	47.3%	4.31	1,571	1.7%	12.5%	85.9%
	30-35 years	0.4%	2.1%	12.4%	38.7%	46.4%	4.29	2,233	2.5%	12.4%	85.1%
	36-50 years	0.2%	1.1%	13.7%	37.6%	47.4%	4.31	6,723	1.3%	13.7%	85.0%
	51-65 years	0.2%	1.0%	10.8%	36.6%	51.5%	4.38	7,253	1.2%	10.8%	88.0%
	66 years plus	0.4%	0.6%	7.8%	30.1%	61.0%	4.51	2,797	1.0%	7.8%	91.2%
Education	Primary school	1.0%	0.5%	10.7%	34.2%	53.6%	4.39	196	1.5%	10.7%	87.8%
	College / high school	0.1%	0.6%	10.5%	34.1%	54.7%	4.43	3,994	0.8%	10.5%	88.7%
	Undergraduate university degree	0.1%	1.0%	11.9%	36.8%	50.2%	4.36	5,783	1.1%	11.9%	87.0%
	Graduate university degree	0.4%	1.4%	12.0%	37.2%	49.0%	4.33	10,535	1.8%	12.0%	86.2%
Continents	Africa	0.0%	0.0%	30.0%	33.3%	36.7%	4.07	30	0.0%	30.0%	70.0%
	Asia	0.4%	0.8%	15.4%	36.0%	47.4%	4.29	253	1.2%	15.4%	83.4%
	Europe	0.2%	1.0%	10.8%	39.1%	48.8%	4.35	8,664	1.3%	10.8%	87.9%
	North America	0.3%	1.2%	12.1%	34.5%	51.9%	4.37	11,439	1.4%	12.1%	86.4%
	Oceania	2.1%	2.7%	7.5%	35.6%	52.1%	4.33	146	4.8%	7.5%	87.7%
	South America	0.0%	1.3%	19.0%	31.6%	48.1%	4.27	79	1.3%	19.0%	79.7%
Been to Reykjavik	Never been	0.1%	0.7%	18.2%	42.4%	38.7%	4.19	7,558	0.8%	18.2%	81.0%
	Have been	0.4%	1.3%	7.9%	33.1%	57.4%	4.46	13,033	1.7%	7.9%	90.4%
Country	USA	0.3%	1.2%	12.4%	34.5%	51.6%	4.36	10,114	1.5%	12.4%	86.1%
	UK	0.1%	1.0%	11.6%	38.4%	48.8%	4.35	1,738	1.1%	11.6%	87.3%
	Germany	0.1%	0.8%	7.9%	39.8%	51.4%	4.42	1,290	0.9%	7.9%	91.2%
	Canada	0.2%	0.7%	9.7%	35.2%	54.3%	4.43	1,251	0.9%	9.7%	89.4%
	Denmark	0.1%	1.2%	10.5%	34.9%	53.3%	4.40	967	1.3%	10.5%	88.1%
	Netherlands	0.3%	0.9%	8.3%	42.3%	48.2%	4.37	903	1.2%	8.3%	90.5%
	France	0.2%	1.4%	14.9%	41.9%	41.6%	4.23	855	1.6%	14.9%	83.5%
	Finland	0.1%	0.6%	13.4%	44.2%	41.6%	4.27	678	0.7%	13.4%	85.8%
	Norway	0.3%	1.1%	10.0%	36.6%	52.0%	4.39	610	1.5%	10.0%	88.5%
	Sweden	0.9%	1.4%	11.3%	36.6%	49.9%	4.33	585	2.2%	11.3%	86.5%
	Eastern Europe	0.0%	0.7%	13.0%	41.1%	45.2%	4.31	146	0.7%	13.0%	86.3%
	Southern Europe	0.0%	0.0%	11.9%	43.1%	45.0%	4.33	109	0.0%	11.9%	88.1%



How strongly do you associate the following words with Reykjavik? | Friendly

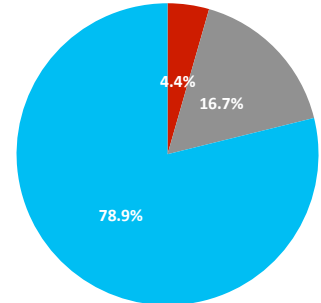
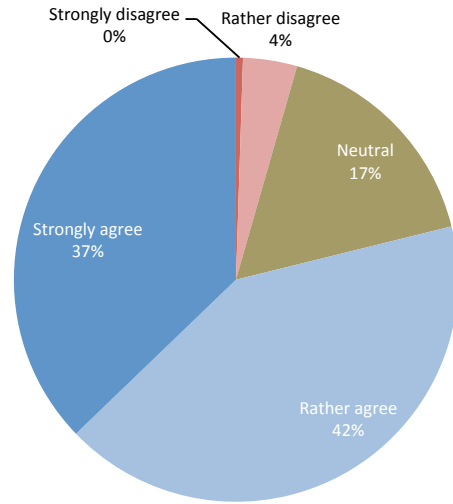


Strongly or rather disagree
Neutral
Strongly or rather agree

How strongly do you associate the following words with Reykjavik? Friendly		Strongly disagree	Rather disagree	Neutral	Rather agree	Strongly agree	Scale 1-5	Count	Strongly or rather disagree	Neutral	Strongly or rather agree
Total	Total	0.3%	1.1%	9.5%	36.2%	52.9%	4.40	20,747	1.4%	9.5%	89.1%
Gender	Female	0.3%	1.0%	10.2%	34.1%	54.4%	4.41	9,720	1.3%	10.2%	88.5%
	Male	0.3%	1.2%	8.8%	38.0%	51.6%	4.40	10,786	1.5%	8.8%	89.7%
Age	18-29 years	0.2%	1.0%	9.9%	39.3%	49.6%	4.37	1,570	1.2%	9.9%	88.9%
	30-35 years	0.3%	1.7%	9.9%	39.7%	48.4%	4.34	2,227	2.0%	9.9%	88.1%
	36-50 years	0.3%	1.1%	11.0%	37.0%	50.6%	4.36	6,700	1.4%	11.0%	87.5%
	51-65 years	0.2%	1.0%	8.9%	35.6%	54.2%	4.43	7,231	1.2%	8.9%	89.9%
	66 years plus	0.4%	0.8%	6.8%	31.2%	60.8%	4.51	2,780	1.3%	6.8%	92.0%
Education	Primary school	1.0%	0.0%	6.2%	30.9%	61.9%	4.53	194	1.0%	6.2%	92.8%
	College / high school	0.2%	0.8%	8.3%	33.9%	56.8%	4.46	3,979	1.0%	8.3%	90.7%
	Undergraduate university degree	0.1%	0.9%	9.8%	36.9%	52.4%	4.40	5,763	1.0%	9.8%	89.2%
	Graduate university degree	0.4%	1.4%	9.9%	36.8%	51.5%	4.38	10,503	1.7%	9.9%	88.3%
Continents	Africa	0.0%	0.0%	26.7%	30.0%	43.3%	4.17	30	0.0%	26.7%	73.3%
	Asia	0.4%	1.2%	14.5%	32.9%	51.0%	4.33	255	1.6%	14.5%	83.9%
	Europe	0.2%	0.9%	7.9%	38.9%	52.2%	4.42	8,634	1.1%	7.9%	91.1%
	North America	0.3%	1.2%	10.6%	34.4%	53.5%	4.39	11,400	1.6%	10.6%	87.8%
	Oceania	1.4%	3.4%	7.6%	32.4%	55.2%	4.37	145	4.8%	7.6%	87.6%
	South America	0.0%	1.3%	13.9%	26.6%	58.2%	4.42	79	1.3%	13.9%	84.8%
Been to Reykjavik	Never been	0.1%	0.6%	14.0%	41.6%	43.7%	4.28	7,536	0.7%	14.0%	85.3%
	Have been	0.4%	1.4%	6.9%	33.1%	58.2%	4.47	12,988	1.8%	6.9%	91.3%
Country	USA	0.3%	1.3%	10.9%	34.4%	53.1%	4.39	10,076	1.6%	10.9%	87.5%
	UK	0.1%	1.3%	9.9%	37.7%	51.0%	4.38	1,736	1.4%	9.9%	88.8%
	Germany	0.0%	0.4%	5.3%	40.6%	53.7%	4.48	1,280	0.4%	5.3%	94.3%
	Canada	0.2%	1.0%	8.0%	35.2%	55.7%	4.45	1,250	1.1%	8.0%	90.9%
	Denmark	0.1%	1.0%	6.3%	36.0%	56.6%	4.48	965	1.1%	6.3%	92.5%
	Netherlands	0.0%	1.1%	6.7%	41.1%	51.1%	4.42	900	1.1%	6.7%	92.2%
	France	0.1%	1.2%	10.2%	41.2%	47.3%	4.34	854	1.3%	10.2%	88.5%
	Finland	0.3%	0.3%	8.8%	43.6%	47.0%	4.37	674	0.6%	8.8%	90.7%
	Norway	0.3%	0.5%	6.6%	38.4%	54.3%	4.46	610	0.8%	6.6%	92.6%
	Sweden	0.3%	0.7%	7.0%	38.9%	53.1%	4.44	584	1.0%	7.0%	92.0%
	Eastern Europe	0.0%	0.7%	7.5%	32.2%	59.6%	4.51	146	0.7%	7.5%	91.8%
	Southern Europe	0.0%	0.0%	12.8%	37.6%	49.5%	4.37	109	0.0%	12.8%	87.2%



How strongly do you associate the following words with Reykjavik? | Small



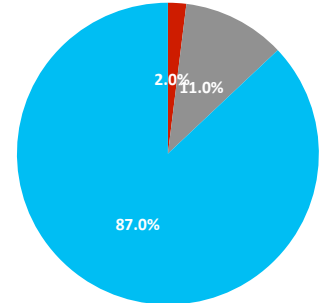
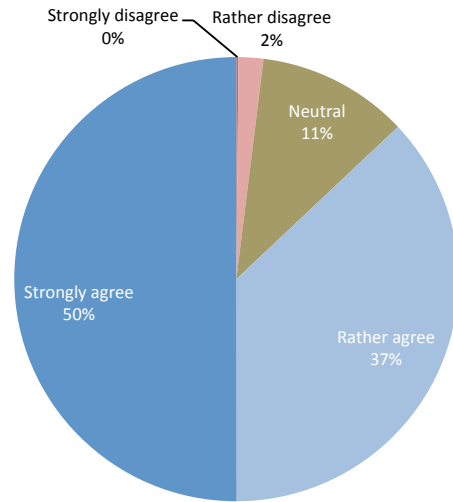
■ Strongly or rather disagree
■ Neutral
■ Strongly or rather agree

How strongly do you associate the following words with Reykjavik? Small		Strongly disagree	Rather disagree	Neutral	Rather agree	Strongly agree	Scale 1-5	Count	Strongly or rather disagree	Neutral	Strongly or rather agree
Total	Total	0.5%	3.9%	16.7%	41.7%	37.2%	4.11	20,758	4.4%	16.7%	78.9%
Gender	Female	0.6%	4.5%	17.1%	38.9%	39.0%	4.11	9,732	5.1%	17.1%	77.9%
	Male	0.4%	3.5%	16.4%	44.2%	35.4%	4.11	10,784	3.9%	16.4%	79.7%
Age	18-29 years	0.5%	4.9%	16.3%	41.6%	36.7%	4.09	1,570	5.4%	16.3%	78.3%
	30-35 years	0.5%	3.4%	15.8%	42.7%	37.6%	4.14	2,231	3.9%	15.8%	80.3%
	36-50 years	0.5%	4.4%	16.4%	42.3%	36.5%	4.10	6,700	4.9%	16.4%	78.7%
	51-65 years	0.5%	3.7%	17.2%	41.5%	37.2%	4.11	7,235	4.2%	17.2%	78.6%
	66 years plus	0.6%	3.6%	17.1%	40.2%	38.6%	4.13	2,781	4.1%	17.1%	78.8%
Education	Primary school	1.5%	2.6%	26.2%	38.5%	31.3%	3.95	195	4.1%	26.2%	69.7%
	College / high school	0.7%	4.9%	20.0%	39.8%	34.6%	4.03	3,983	5.6%	20.0%	74.4%
	Undergraduate university degree	0.5%	3.7%	17.3%	42.2%	36.3%	4.10	5,764	4.2%	17.3%	78.5%
	Graduate university degree	0.4%	3.7%	15.0%	42.1%	38.7%	4.15	10,509	4.2%	15.0%	80.9%
Continents	Africa	0.0%	3.4%	20.7%	31.0%	44.8%	4.17	29	3.4%	20.7%	75.9%
	Asia	0.8%	4.7%	18.4%	42.7%	33.3%	4.03	255	5.5%	18.4%	76.1%
	Europe	0.6%	4.2%	16.2%	42.1%	36.8%	4.10	8,644	4.8%	16.2%	79.0%
	North America	0.4%	3.8%	17.2%	41.3%	37.3%	4.11	11,399	4.2%	17.2%	78.6%
	Oceania	0.7%	2.1%	13.8%	45.5%	37.9%	4.18	145	2.8%	13.8%	83.4%
	South America	0.0%	5.1%	15.2%	34.2%	45.6%	4.20	79	5.1%	15.2%	79.7%
Been to Reykjavik	Never been	0.5%	4.0%	21.0%	41.2%	33.3%	4.03	7,542	4.5%	21.0%	74.5%
	Have been	0.5%	3.9%	14.2%	42.0%	39.3%	4.16	12,992	4.4%	14.2%	81.4%
Country	USA	0.5%	3.8%	17.4%	41.0%	37.3%	4.11	10,075	4.3%	17.4%	78.3%
	UK	0.3%	2.1%	13.7%	43.4%	40.5%	4.22	1,733	2.4%	13.7%	83.8%
	Germany	0.5%	6.7%	19.8%	40.5%	32.5%	3.98	1,283	7.2%	19.8%	73.0%
	Canada	0.1%	3.5%	15.6%	44.0%	36.8%	4.14	1,251	3.6%	15.6%	80.8%
	Denmark	0.8%	4.0%	15.8%	42.1%	37.2%	4.11	964	4.9%	15.8%	79.4%
	Netherlands	0.4%	5.8%	20.6%	45.3%	27.9%	3.94	903	6.2%	20.6%	73.2%
	France	0.8%	6.3%	20.9%	41.8%	30.1%	3.94	856	7.1%	20.9%	72.0%
	Finland	0.1%	0.7%	10.3%	41.9%	46.9%	4.35	678	0.9%	10.3%	88.8%
	Norway	0.5%	4.4%	13.1%	45.3%	36.7%	4.13	611	4.9%	13.1%	82.0%
	Sweden	0.5%	2.7%	14.5%	39.8%	42.4%	4.21	585	3.2%	14.5%	82.2%
	Eastern Europe	2.1%	4.9%	18.1%	34.0%	41.0%	4.07	144	6.9%	18.1%	75.0%
	Southern Europe	0.0%	4.6%	12.8%	47.7%	34.9%	4.13	109	4.6%	12.8%	82.6%



How strongly do you associate the following words with Reykjavik? |

Nature

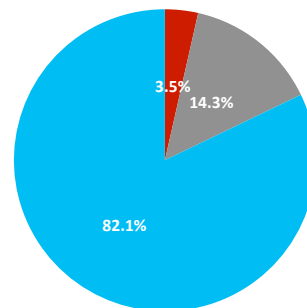
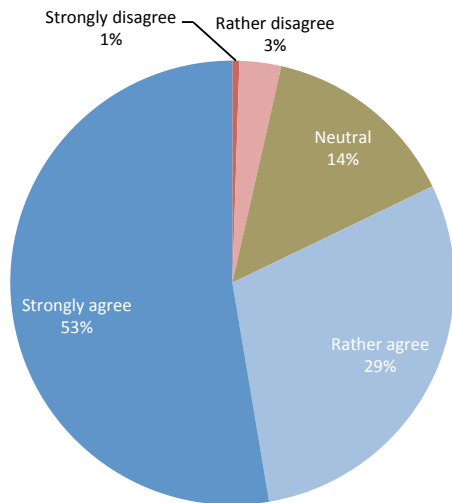


■ Strongly or rather disagree
■ Neutral
■ Strongly or rather agree

How strongly do you associate the following words with Reykjavik?		Strongly disagree	Rather disagree	Neutral	Rather agree	Strongly agree	Scale 1-5	Count	Strongly or rather disagree	Neutral	Strongly or rather agree
Nature											
Total	Total	0.2%	1.8%	11.0%	37.0%	50.0%	4.35	20,774	2.0%	11.0%	87.0%
Gender	Female	0.2%	1.8%	10.2%	34.1%	53.7%	4.39	9,739	2.0%	10.2%	87.7%
	Male	0.1%	1.8%	11.7%	39.7%	46.7%	4.31	10,797	1.9%	11.7%	86.4%
Age	18-29 years	0.3%	3.6%	13.6%	36.4%	46.1%	4.24	1,570	3.9%	13.6%	82.4%
	30-35 years	0.2%	2.5%	13.4%	39.5%	44.3%	4.25	2,229	2.7%	13.4%	83.8%
	36-50 years	0.2%	2.1%	11.2%	37.3%	49.1%	4.33	6,712	2.3%	11.2%	86.4%
	51-65 years	0.1%	1.3%	10.5%	36.9%	51.2%	4.38	7,237	1.4%	10.5%	88.1%
	66 years plus	0.1%	0.9%	8.3%	34.7%	56.0%	4.46	2,789	1.0%	8.3%	90.7%
Education	Primary school	0.5%	1.0%	9.1%	29.4%	59.9%	4.47	197	1.5%	9.1%	89.3%
	College / high school	0.1%	1.1%	9.5%	34.3%	55.1%	4.43	3,987	1.2%	9.5%	89.3%
	Undergraduate university degree	0.1%	1.7%	10.6%	38.0%	49.6%	4.35	5,770	1.8%	10.6%	87.6%
	Graduate university degree	0.2%	2.2%	11.8%	37.7%	48.1%	4.31	10,516	2.4%	11.8%	85.8%
Continents	Africa	0.0%	6.7%	6.7%	36.7%	50.0%	4.30	30	6.7%	6.7%	86.7%
	Asia	0.4%	1.2%	11.5%	28.5%	58.5%	4.43	253	1.6%	11.5%	87.0%
	Europe	0.2%	2.2%	11.4%	38.0%	48.2%	4.32	8,647	2.5%	11.4%	86.1%
	North America	0.1%	1.5%	10.7%	36.4%	51.3%	4.37	11,417	1.6%	10.7%	87.6%
	Oceania	0.0%	0.0%	12.4%	46.9%	40.7%	4.28	145	0.0%	12.4%	87.6%
	South America	0.0%	0.0%	11.4%	30.4%	58.2%	4.47	79	0.0%	11.4%	88.6%
Been to Reykjavik	Never been	0.1%	0.9%	8.9%	35.0%	55.1%	4.44	7,556	1.0%	8.9%	90.1%
	Have been	0.2%	2.3%	12.3%	38.2%	47.0%	4.29	12,993	2.5%	12.3%	85.2%
Country	USA	0.1%	1.5%	10.6%	36.0%	51.7%	4.38	10,092	1.6%	10.6%	87.7%
	UK	0.2%	1.6%	12.6%	42.6%	43.0%	4.26	1,733	1.8%	12.6%	85.6%
	Germany	0.2%	3.3%	16.4%	40.2%	39.9%	4.16	1,287	3.5%	16.4%	80.1%
	Canada	0.0%	1.4%	11.8%	39.8%	47.0%	4.32	1,252	1.4%	11.8%	86.7%
	Denmark	0.0%	1.0%	7.9%	30.3%	60.8%	4.51	966	1.0%	7.9%	91.1%
	Netherlands	0.0%	3.3%	13.1%	39.7%	43.9%	4.24	902	3.3%	13.1%	83.6%
	France	0.1%	2.7%	12.3%	38.6%	46.3%	4.28	855	2.8%	12.3%	84.9%
	Finland	0.4%	0.4%	6.7%	37.2%	55.3%	4.46	675	0.9%	6.7%	92.4%
	Norway	0.5%	2.0%	8.0%	38.1%	51.4%	4.38	611	2.5%	8.0%	89.5%
	Sweden	0.2%	1.9%	9.6%	35.2%	53.2%	4.39	583	2.1%	9.6%	88.3%
	Eastern Europe	0.0%	2.1%	17.2%	27.6%	53.1%	4.32	145	2.1%	17.2%	80.7%
	Southern Europe	0.0%	1.8%	9.2%	37.6%	51.4%	4.39	109	1.8%	9.2%	89.0%



How strongly do you associate the following words with Reykjavik? | Northern lights

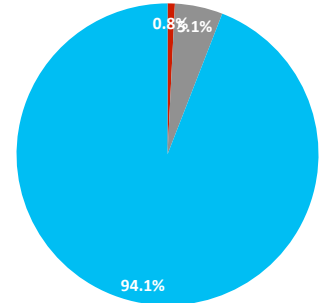
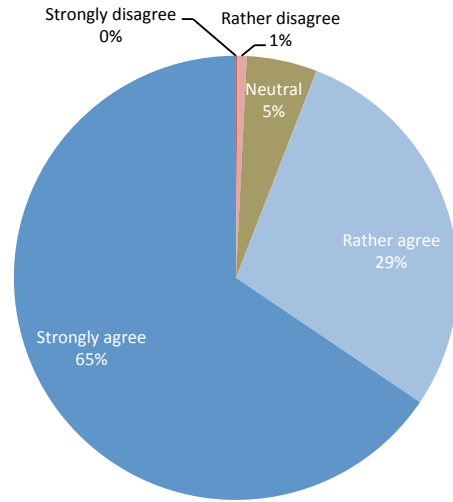


Strongly or rather disagree
Neutral
Strongly or rather agree

How strongly do you associate the following words with Reykjavik? Northern lights		Strongly disagree	Rather disagree	Neutral	Rather agree	Strongly agree	Scale 1-5	Count	Strongly or rather disagree	Neutral	Strongly or rather agree
Total	Total	0.5%	3.0%	14.3%	29.5%	52.7%	4.31	20,754	3.5%	14.3%	82.1%
Gender	Female	0.5%	2.9%	13.0%	27.0%	56.7%	4.36	9,727	3.4%	13.0%	83.6%
	Male	0.5%	3.1%	15.5%	31.9%	49.0%	4.26	10,791	3.6%	15.5%	80.9%
Age	18-29 years	1.0%	4.7%	16.7%	30.1%	47.5%	4.18	1,568	5.7%	16.7%	77.6%
	30-35 years	1.0%	5.3%	15.8%	33.0%	44.9%	4.16	2,228	6.3%	15.8%	77.9%
	36-50 years	0.6%	3.5%	15.4%	31.1%	49.4%	4.25	6,700	4.1%	15.4%	80.5%
	51-65 years	0.3%	2.1%	13.1%	27.9%	56.7%	4.39	7,240	2.4%	13.1%	84.6%
	66 years plus	0.3%	1.4%	12.4%	26.7%	59.2%	4.43	2,784	1.7%	12.4%	85.8%
Education	Primary school	1.6%	3.6%	16.1%	22.8%	56.0%	4.28	193	5.2%	16.1%	78.8%
	College / high school	0.4%	1.9%	13.3%	26.1%	58.3%	4.40	3,986	2.2%	13.3%	84.4%
	Undergraduate university degree	0.5%	2.7%	13.2%	29.5%	54.1%	4.34	5,767	3.2%	13.2%	83.6%
	Graduate university degree	0.6%	3.6%	15.2%	31.0%	49.6%	4.25	10,503	4.2%	15.2%	80.6%
Continents	Africa	0.0%	0.0%	20.0%	30.0%	50.0%	4.30	30	0.0%	20.0%	80.0%
	Asia	0.0%	6.7%	13.0%	25.6%	54.7%	4.28	254	6.7%	13.0%	80.3%
	Europe	0.8%	4.4%	17.2%	32.0%	45.6%	4.17	8,638	5.2%	17.2%	77.6%
	North America	0.3%	1.9%	12.1%	27.6%	58.0%	4.41	11,410	2.2%	12.1%	85.7%
	Oceania	0.0%	2.1%	18.1%	36.1%	43.8%	4.22	144	2.1%	18.1%	79.9%
	South America	0.0%	3.8%	15.4%	25.6%	55.1%	4.32	78	3.8%	15.4%	80.8%
Been to Reykjavik	Never been	0.1%	1.0%	6.5%	26.9%	65.5%	4.57	7,564	1.2%	6.5%	92.4%
	Have been	0.7%	4.2%	19.0%	31.1%	45.0%	4.15	12,963	4.9%	19.0%	76.1%
Country	USA	0.3%	1.8%	11.7%	27.5%	58.7%	4.42	10,084	2.1%	11.7%	86.1%
	UK	0.5%	3.6%	11.6%	30.5%	53.8%	4.33	1,737	4.1%	11.6%	84.3%
	Germany	1.2%	6.1%	19.2%	30.9%	42.6%	4.08	1,284	7.2%	19.2%	73.5%
	Canada	0.3%	2.6%	15.4%	29.1%	52.6%	4.31	1,253	2.9%	15.4%	81.7%
	Denmark	0.1%	3.0%	21.8%	31.7%	43.4%	4.15	965	3.1%	21.8%	75.1%
	Netherlands	0.4%	4.7%	18.0%	34.1%	42.8%	4.14	898	5.1%	18.0%	76.8%
	France	0.9%	3.0%	13.7%	34.7%	47.6%	4.25	855	4.0%	13.7%	82.3%
	Finland	0.3%	5.0%	20.9%	36.8%	36.9%	4.05	674	5.3%	20.9%	73.7%
	Norway	2.0%	5.6%	25.0%	33.2%	34.3%	3.92	609	7.6%	25.0%	67.5%
	Sweden	0.7%	5.1%	18.4%	31.7%	44.1%	4.13	583	5.8%	18.4%	75.8%
	Eastern Europe	0.0%	6.2%	15.9%	24.8%	53.1%	4.25	145	6.2%	15.9%	77.9%
	Southern Europe	0.0%	2.8%	11.9%	30.3%	55.0%	4.38	109	2.8%	11.9%	85.3%



How strongly do you associate the following words with Reykjavik? | Nordic



■ Strongly or rather disagree
■ Neutral
■ Strongly or rather agree

How strongly do you associate the following words with Reykjavik? Nordic		Strongly disagree	Rather disagree	Neutral	Rather agree	Strongly agree	Scale 1-5	Count	Strongly or rather disagree	Neutral	Strongly or rather agree
Total	Total	0.1%	0.7%	5.1%	28.5%	65.5%	4.59	20,747	0.8%	5.1%	94.1%
Gender	Female	0.1%	0.6%	4.7%	25.9%	68.7%	4.63	9,724	0.7%	4.7%	94.6%
	Male	0.1%	0.7%	5.5%	30.9%	62.7%	4.55	10,785	0.9%	5.5%	93.7%
Age	18-29 years	0.1%	0.8%	4.8%	28.4%	65.9%	4.59	1,565	0.9%	4.8%	94.3%
	30-35 years	0.0%	0.9%	5.4%	28.5%	65.2%	4.58	2,226	0.9%	5.4%	93.7%
	36-50 years	0.1%	0.7%	5.0%	28.4%	65.8%	4.59	6,699	0.8%	5.0%	94.2%
	51-65 years	0.1%	0.6%	5.5%	28.8%	65.0%	4.58	7,228	0.7%	5.5%	93.8%
	66 years plus	0.2%	0.5%	4.6%	28.3%	66.5%	4.60	2,790	0.7%	4.6%	94.7%
Education	Primary school	0.5%	1.0%	5.2%	26.3%	67.0%	4.58	194	1.5%	5.2%	93.3%
	College / high school	0.1%	0.5%	5.1%	27.7%	66.6%	4.60	3,988	0.6%	5.1%	94.3%
	Undergraduate university degree	0.1%	0.7%	5.1%	28.8%	65.3%	4.58	5,760	0.8%	5.1%	94.1%
	Graduate university degree	0.1%	0.6%	5.1%	28.8%	65.3%	4.58	10,499	0.8%	5.1%	94.1%
Continents	Africa	0.0%	0.0%	3.3%	40.0%	56.7%	4.53	30	0.0%	3.3%	96.7%
	Asia	0.0%	2.4%	7.5%	34.1%	56.0%	4.44	252	2.4%	7.5%	90.1%
	Europe	0.1%	0.7%	5.3%	28.5%	65.3%	4.58	8,627	0.9%	5.3%	93.8%
	North America	0.1%	0.6%	4.9%	28.5%	66.0%	4.60	11,408	0.6%	4.9%	94.4%
	Oceania	0.0%	1.4%	6.2%	37.9%	54.5%	4.46	145	1.4%	6.2%	92.4%
	South America	0.0%	0.0%	7.6%	12.7%	79.7%	4.72	79	0.0%	7.6%	92.4%
Been to Reykjavik	Never been	0.1%	0.7%	5.3%	29.2%	64.7%	4.58	7,551	0.8%	5.3%	93.9%
	Have been	0.1%	0.7%	5.0%	28.1%	66.1%	4.59	12,974	0.8%	5.0%	94.2%
Country	USA	0.1%	0.6%	5.2%	28.9%	65.3%	4.59	10,084	0.7%	5.2%	94.2%
	UK	0.1%	1.0%	10.8%	36.9%	51.2%	4.38	1,730	1.1%	10.8%	88.1%
	Germany	0.1%	0.0%	3.0%	23.6%	73.3%	4.70	1,282	0.1%	3.0%	97.0%
	Canada	0.0%	0.4%	2.8%	25.6%	71.2%	4.68	1,250	0.4%	2.8%	96.8%
	Denmark	0.0%	0.4%	4.9%	25.2%	69.5%	4.64	960	0.4%	4.9%	94.7%
	Netherlands	0.1%	0.7%	3.6%	30.7%	64.9%	4.60	901	0.8%	3.6%	95.7%
	France	0.0%	0.6%	2.2%	23.4%	73.8%	4.70	855	0.6%	2.2%	97.2%
	Finland	0.3%	0.4%	4.0%	25.8%	69.5%	4.64	675	0.7%	4.0%	95.3%
	Norway	0.2%	1.3%	5.4%	30.6%	62.5%	4.54	608	1.5%	5.4%	93.1%
	Sweden	0.3%	0.9%	4.5%	30.3%	64.0%	4.57	584	1.2%	4.5%	94.3%
	Eastern Europe	0.0%	1.4%	4.8%	22.1%	71.7%	4.64	145	1.4%	4.8%	93.8%
	Southern Europe	0.0%	0.9%	1.8%	33.0%	64.2%	4.61	109	0.9%	1.8%	97.2%