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IFAW

**Public attitude towards issuing
of new whale quotas in Iceland
Opinion Poll**

October 2007

Description of research

Customer	IFAW
Objective	To survey public opinion in Iceland about the issuing of whale quotas
Survey period	October 3 rd - October 16 th 2007
Method	Telephone survey
Sample	Simple random sample of Icelanders aged 16-75, from all over the country
Project number	4017121

Sample size and response rate

Original sample	1350
Living abroad	33
Sick/Unable to participate	18
Deceased	1
Final sample	1298
Refused to answer	278
Could not be reached	218
Total respondents	802
Response rate	61,8%

Background variables

Gender	Male and female
Age	Five age groups
Residence	Three categories
Family income	Total monthly family income, before taxes, five categories
Education	Four categories

Reykjavík, October 25th 2007

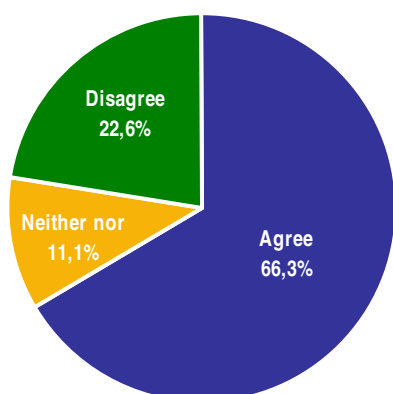
With thanks for an enjoyable cooperation

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Q. 1. Recently the minister of fisheries publicly said that new whale quotas would not be issued until market circumstances improve. Do you agree or disagree with that decision?

October 2007

Answers	Count	Percent %	Conf. Int. +/-
Strongly agree (5)	250	36,4	3,6
Somewhat agree (4)	205	29,9	3,4
Neither nor (3)	76	11,1	2,3
Somewhat disagree (2)	69	10,1	2,3
Strongly disagree (1)	86	12,5	2,5
Agree	66,3	3,5	
Neither nor	11,1	2,3	
Disagree	22,6	3,1	
Number of responses	686	100,0	
Did respond	686	85,5	
Did not respond	116	14,5	
Total respondents	802	100,0	
Mean	3,7		
Confidence Interval ±	0,1		



Analysis

	Freq.	Strongly agree	Somewhat agree	Neither nor	Somewhat disagree	Strongly disagree	Mean
Gender							
Male	356	42,4%	27,0%	6,5%	10,4%	13,8%	3,7
Female	330	30,0%	33,0%	16,1%	9,7%	11,2%	3,6
Age							
16-24 years old	89	16,9%	41,6%	24,7%	12,4%	4,5%	3,5
25-34 years old	137	28,5%	30,7%	16,1%	12,4%	12,4%	3,5
35-44 years old	138	38,4%	27,5%	10,1%	10,9%	13,0%	3,7
45-54 years old	137	44,5%	25,5%	4,4%	8,0%	17,5%	3,7
55-75 years old	185	44,3%	28,6%	6,5%	8,1%	12,4%	3,8
Residence *							
Reykjavík	267	38,2%	31,8%	9,7%	9,7%	10,5%	3,8
Reykjavík surroundings	153	37,3%	31,4%	13,7%	9,2%	8,5%	3,8
Other areas	266	34,2%	27,1%	10,9%	10,9%	16,9%	3,5
Family Income							
Less than ISK 250 thous.	90	28,9%	34,4%	11,1%	14,4%	11,1%	3,6
ISK 250-399 thous.	118	33,1%	30,5%	8,5%	13,6%	14,4%	3,5
ISK 400-549 thous.	141	41,8%	28,4%	10,6%	7,1%	12,1%	3,8
ISK 550-799 thous.	141	36,2%	30,5%	14,2%	7,1%	12,1%	3,7
ISK 800 thous. and more	91	50,5%	19,8%	6,6%	7,7%	15,4%	3,8
Education *							
Compulsory sch.	110	23,6%	35,5%	10,0%	17,3%	13,6%	3,4
Compulsory sch. + addition	154	29,2%	26,0%	14,3%	13,0%	17,5%	3,4
Secondary	222	39,2%	30,2%	10,4%	6,8%	13,5%	3,7
University degree	197	46,7%	28,9%	9,6%	7,6%	7,1%	4,0

* Statistically significant difference between group means

Answers	Count	Percent %	Conf. Int. +/-
Very good (5)	217	27,6	3,1
Rather good (4)	356	45,3	3,5
Neither nor (3)	133	16,9	2,6
Rather bad (2)	61	7,8	1,9
Very bad (1)	19	2,4	1,1
Good		72,9	3,1
Neither nor		16,9	2,6
Bad		10,2	2,1
Number of responses	786	100,0	
Did respond	786	99,0	
Did not respond	8	1,0	
Total respondents	794	100,0	
Mean		3,9	
Standard deviation		1,0	

Mean

The mean is computed by multiplying the value of each response option with the number of respondents selecting that option, summing up and dividing the total by the number of responses. [Very good (n. x 5) + rather good (n. x 4) + neither nor (n. x 3) + rather bad (n. x 2) + very bad (n. x 1)] / Total number of responses. The value of the mean is on the scale from 1 to 5.

Standard deviation

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

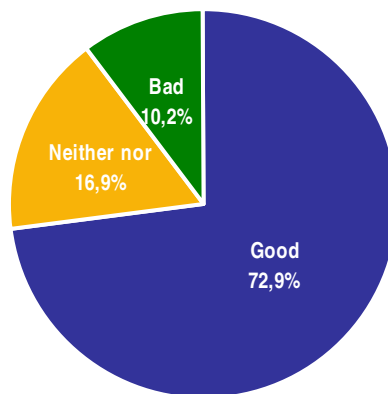
Tables

The findings for each question are presented in table and chart form. Each question is stated at the top of the respective page, and each table is headlined with the feature that is being measured. In the tables one can see the participants' answers and the number of those who did not answer that particular question. The table on the left shows that little less than 28% think the brand is very good and more than 45% think it is rather good. Less than 8% think it is rather bad and about 2% think it is very bad.

Adding together the figures for "rather" and "very" those who think the brand is good are just under 73%.

Confidence intervals

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



Pie charts

The main findings of a survey are summarized in a pie chart form to highlight the most noteworthy features. Furthermore, responses to each question are frequently broken down according to other parameters. These can include gender, age, residence, education and other questions in the same survey. The table below gives a breakdown by gender and age of participants in the survey. It reveals that there is no significant difference between men and women, but there is a statistically significant difference between age groups. In this case, older people think the object in question is better than younger people.

Analysis

	Freq.	Very good	Rather good	Neither nor	Rather bad	Very bad	Mean
Gender							
Male	396	28,8%	43,7%	17,2%	7,1%	3,3%	3,9
Female	390	26,4%	46,9%	16,7%	8,5%	1,5%	3,9
Age *							
16-24 years	166	22,1%	44,8%	16,3%	12,8%	4,0%	3,7
25-34 years	159	22,6%	42,8%	16,4%	13,8%	4,4%	3,7
35-44 years	164	25,0%	42,1%	24,4%	7,3%	1,2%	3,8
45-54 years	136	30,1%	47,8%	15,4%	5,1%	1,5%	4,0
55-75 years	161	32,3%	48,4%	11,8%	4,3%	3,1%	4,0

* Statistically significant difference between group means