

Strætó

Public bus system among tourists

August 2017



Method

Description of research

Customer Strætó

Objective To see how many foreign tourists use Strætó and how they evaluate their service

Survey period September 11th to October 4th 2017

Method Internet survey

Sample The sample consisted of foreign travelers at Keflavík Airport who travelled through the airport in August 2017

Project number 4027643

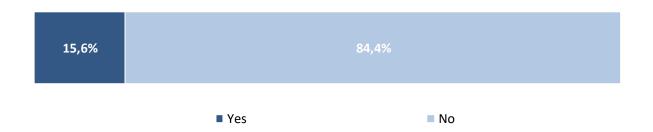
Sample and weighting

Emails are collected at Keflavík Airport. Data collection is aimed at collecting at least 850 answers. Results are weighted by known share of nationalities transfering through Keflavík, thus attempting to reflect the actual share of passangers by nationality.



Q. 1. Did you use Strætó, the public bus system, during your stay in Iceland?

	Count	%	+/-
Yes	155	15,6	2,3
No	836	84,4	2,3
Number of responses	991	100,0	
Did respond	991	97,2	
Did not respond	29	2,8	
Total respondents	1.020	100,0	





Q. 1. Did you use Strætó, the public bus system, during your stay in Iceland?

Analysis Freq. Total 991 16% Gender Male 456 14% Female 511 Age * 92 15-24 years 30% 26% 25-34 years 173 35-44 years 183 11% 205 9% 45-54 years 14% 55 and older 269 Family income 26% Low (lowest 20%)/Below average 62 17% Medium 284 Above average (medium high) 348 14% 15% High (top 20%) 189 **Country of residence** USA 258 13% 57 13% Great Britain 73 14% France 10% Italy 45 14% Canada 54 18% Spain 45 14% Sweden 25 14% 98 Germany 19% 336 Other * Statistically significant difference

Yes

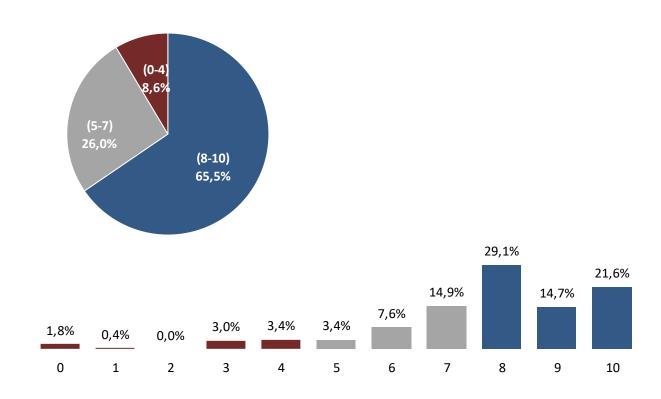
No



Q. 2. Overall, how dissatisfied or satisfied were you with Strætó's service? Please answer on a scale from 0 to 10 where 0 means that you were very dissatisfied with Strætó's service and 10 means that you were very satisfied with Strætó's service.

	Count	%	+/-
10	33	21,6	6,5
9	23	14,7	5,6
8	45	29,1	7,2
7	23	14,9	5,6
6	12	7,6	4,2
5	5	3,4	2,9
4	5	3,4	2,9
3	5	3,0	2,7
2	0	0,0	0,0
1	1	0,4	1,0
0	3	1,8	2,1
(8-10)	100	65,5	7,5
(5-7)	40	26,0	6,9
(0-4)	13	8,6	4,4
Number of responses	153	100,0	
Did respond	153	98,9	
Did not respond	2	1,1	
Total asked	155	100,0	
Asked	155	15,2	
Not asked	865	84,8	
Total respondents	1.020	100,0	
Mean (0-10)	7,7		
Conf. Int. ±	0,3		

Those who used Strætó (Q. 1) were asked this question.





Q. 2. Overall, how dissatisfied or satisfied were you with Strætó's service? Please answer on a scale from 0 to 10 where 0 means that you were very dissatisfied with Strætó's service and 10 means that you were very satisfied with Strætó's service.

Analysis Freq. Mean (0-10) 65% 9% Total 153 7,7 Gender Male 65 68% 8% 7,9 85 65% 9% 7,6 Female Age * 15-24 years 27 40% 52% 8% 7,2 75% 45 13% 12% 7,6 25-34 years 35-44 years 21 43% 24% 7,0 17 71% 8.0 45-54 years 55 and older 83% 8,5 37 Family income Low (lowest 20%)/Below average 16 67% 13% 7,7 68% 6% Medium 46 7,8 Above average (medium high) 50 65% 6% 7,6 65% 15% 7.8 High (top 20%) 27 Country of residence * 64% USA 33 8.0 40% France 10 40% 5.0 80% 8,0 Germany 14 96 67% 7,9 Other * Statistically significant difference between means **(8-10) (5-7) (**0-4)



Finally

Reykjavík, January 3rd 2018

Best regards

Stefán Atli Thoroddsen Ólafur V. Hrafnsson

