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IFAW-International Fund for Animal Welfare

Attitudes towards whale hunting
Attitude research

February 2007

Description of research

Customer	IFAW-International Fund for Animal Welfare
Objective	To survey attitudes towards whale hunting
Survey period	February 14th - February 26th 2007
Method	Telephone survey
Sample	Simple random sample of Icelanders aged 16-75, from all over the country
Project number	4016320

Sample size and response rate

Original sample	1350
Living abroad	24
Sick/Unable to participate	26
Deceased	0
Final sample	**1300**
Refused to answer	325
Could not be reached	174
Total respondents	801
Response rate	**61,6%**

Background variables

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

Questions were also crosstabulated

Reykjavík, March 5th 2007
With thanks for an enjoyable cooperation

Þórhallur Ólafsson
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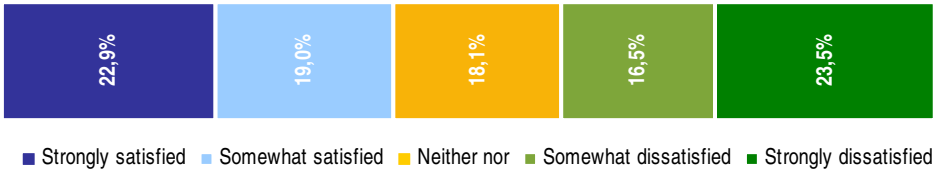
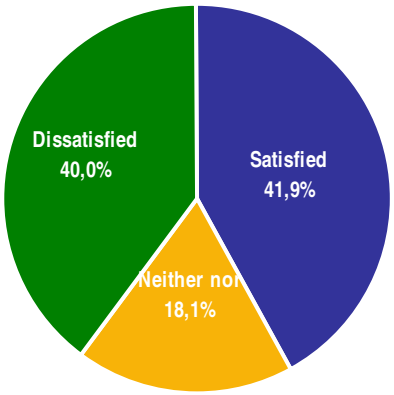
Q. 1. Are you satisfied or dissatisfied with the minister's of fisheries decision to start commercial whaling again?

February 2007

Answers	Count	Percent %	Conf. Int. +/-
Strongly satisfied (5)	172	22,9	3,0
Somewhat satisfied (4)	143	19,0	2,8
Neither nor (3)	136	18,1	2,8
Somewhat dissatisfied (2)	124	16,5	2,7
Strongly dissatisfied (1)	177	23,5	3,0
Satisfied		41,9	3,5
Neither nor		18,1	2,8
Dissatisfied		40,0	3,5
Number of responses	752	100,0	
Did respond	752	93,9	
Did not respond	49	6,1	
Total respondents	801	100,0	
Mean	3,0		
Standard deviation	1,5		





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. [Strongly satisfied (n. x 5) + somewhat satisfied (n. x 4) + neither nor (n. x 3) + somewhat dissatisfied (n. x 2) + strongly dissatisfied (n. x 1)] / Total number of responses. The value of the mean is on the scale from 1 to 5.

Analysis

	Freq.	Strongly satisfied	Somewhat satisfied	Neither nor	Somewhat dissatisfied	Strongly dissatisfied	Mean
Gender *							
Male	365	31,2%	16,4%	12,3%	16,7%	23,3%	3,2
Female	387	15,0%	21,4%	23,5%	16,3%	23,8%	2,9
Age							
16-24 years	125	24,8%	15,2%	28,0%	14,4%	17,6%	3,2
25-34 years	122	19,7%	23,8%	22,1%	13,1%	21,3%	3,1
35-44 years	164	23,8%	15,9%	18,3%	19,5%	22,6%	3,0
45-54 years	157	22,9%	20,4%	14,0%	12,7%	29,9%	2,9
55-75 years	184	22,8%	20,1%	12,0%	20,7%	24,5%	3,0
Residence *							
Reykjavík city	288	18,8%	19,4%	16,3%	17,4%	28,1%	2,8
Greater Reykjavík area	176	21,0%	14,8%	21,6%	14,2%	28,4%	2,9
Other area	288	28,1%	21,2%	17,7%	17,0%	16,0%	3,3
Family income							
ISK 250 thousand or less	101	21,8%	13,9%	13,9%	24,8%	25,7%	2,8
ISK 250-399 thousand	139	19,4%	25,9%	19,4%	17,3%	18,0%	3,1
ISK 400-549 thousand	163	20,9%	23,9%	20,2%	13,5%	21,5%	3,1
ISK 550-799 thousand	129	25,6%	14,7%	15,5%	15,5%	28,7%	2,9
ISK 800 thousand or more	93	28,0%	10,8%	17,2%	16,1%	28,0%	2,9
Education *							
Compulsory schooling	130	23,8%	23,1%	20,0%	18,5%	14,6%	3,2
Compulsory + addition	183	34,4%	20,2%	16,4%	13,7%	15,3%	3,4
Secondary	223	22,4%	16,6%	19,3%	15,7%	26,0%	2,9
University degree	215	12,6%	18,1%	17,2%	18,6%	33,5%	2,6

*** Statistically significant difference between group means**

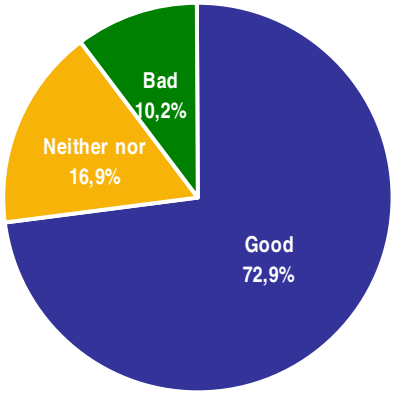
Answers	Count	Percent %	Conf. Int. +/-
Very good (5)	217	27,6	3,1
Rather good (4)	356	45,3	3,5
Neither nor (3)	133	16,9	2,6
Rather bad (2)	61	7,8	1,9
Very bad (1)	19	2,4	1,1
Good		72,9	3,1
Neither nor		16,9	2,6
Bad		10,2	2,1
Number of responses	786	100,0	
Did respond	786	99,0	
Did not respond	8	1,0	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