

# GALLUP<sup>®</sup>

## Strætó

Public bus system among tourists

August 2017

# Method

## Description of research

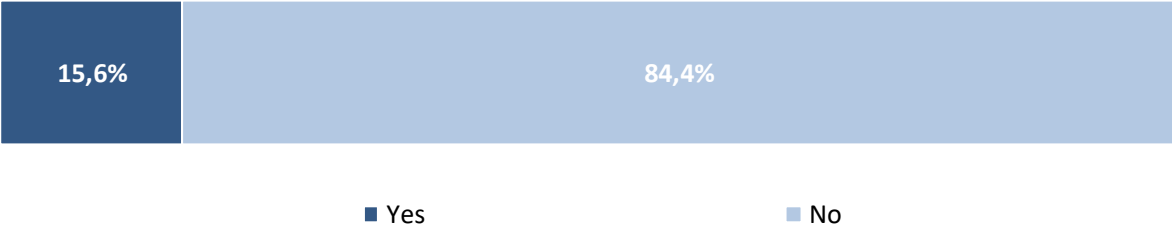
Customer	Strætó
Objective	To see how many foreign tourists use Strætó and how they evaluate their service
Survey period	September 11 <sup>th</sup> to October 4 <sup>th</sup> 2017
Method	Internet survey
Sample	The sample consisted of foreign travelers at Keflavík Airport who travelled through the airport 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 transferring through Keflavík, thus attempting to reflect the actual share of passengers by nationality.

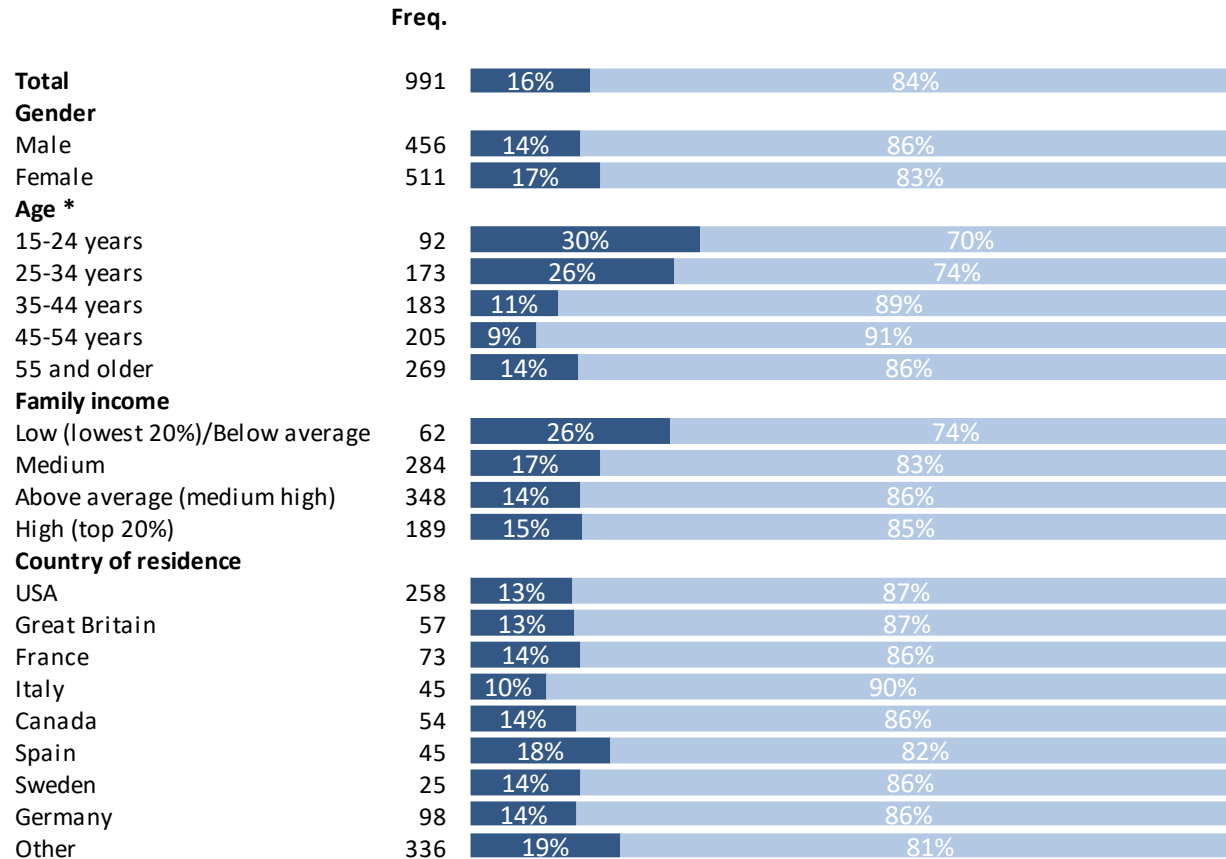
# Q. 1. Did you use Strætó, the public bus system, during your stay in Iceland?

	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



\* Statistically significant difference

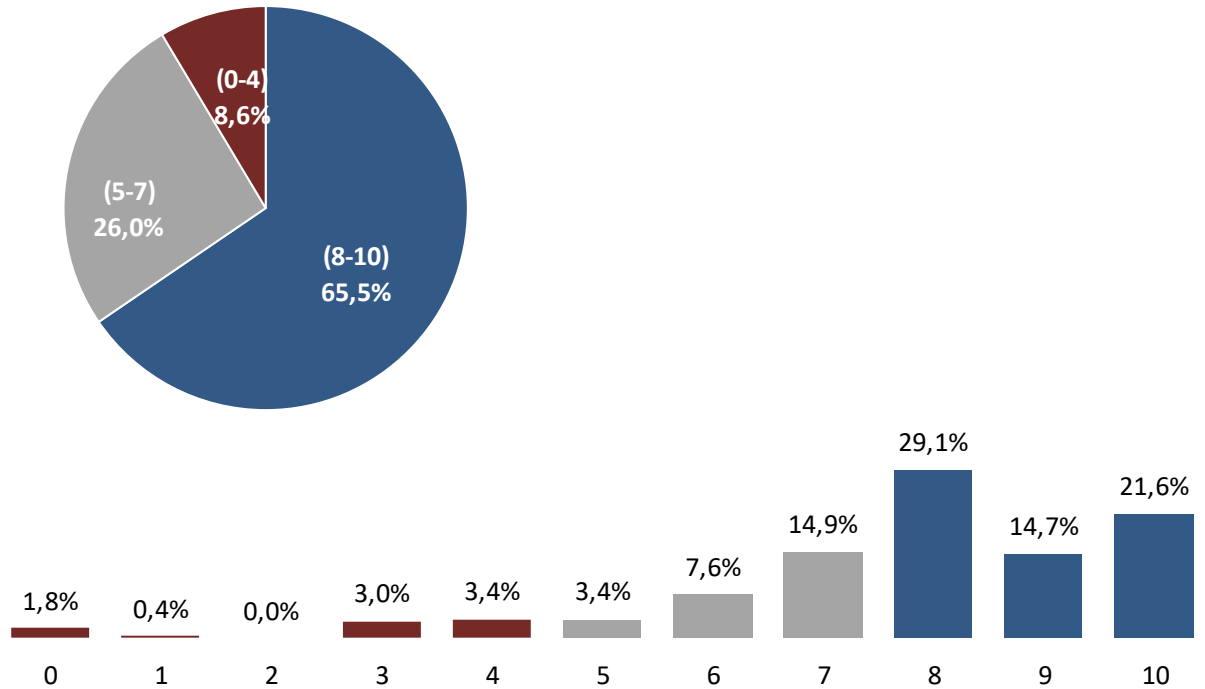
■ Yes

■ 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.**

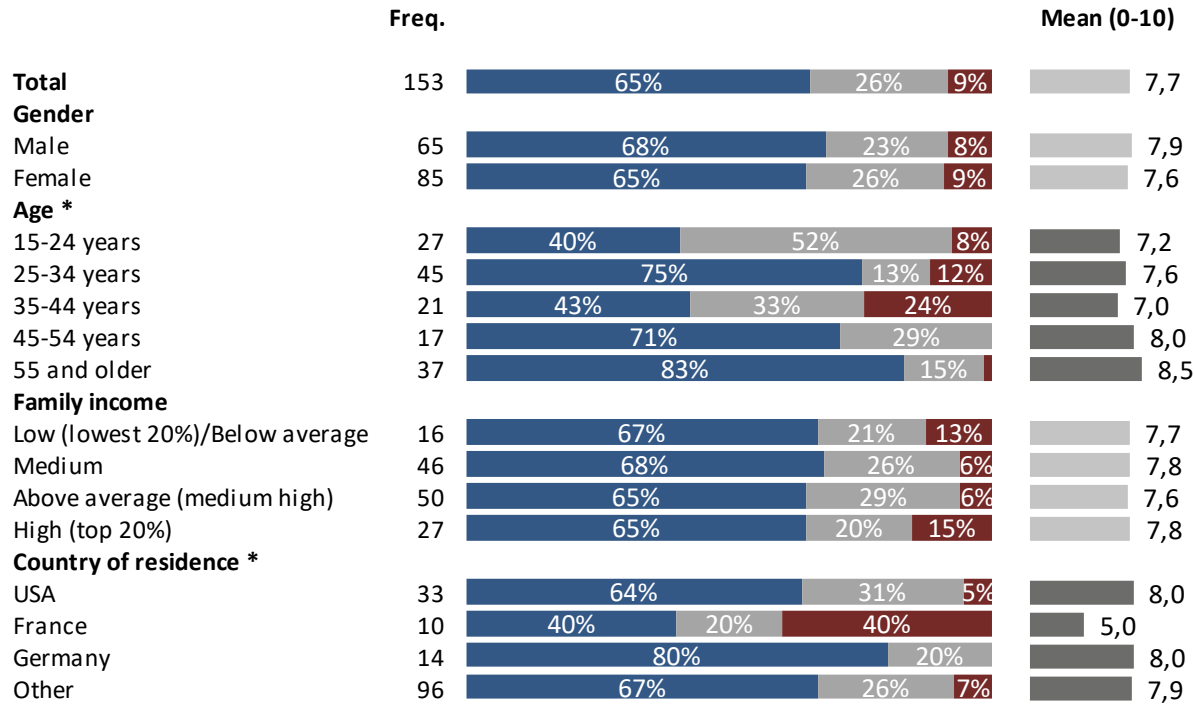
	Count	%	+/-
10	33	21,6	6,5
9	23	14,7	5,6
8	45	29,1	7,2
7	23	14,9	5,6
6	12	7,6	4,2
5	5	3,4	2,9
4	5	3,4	2,9
3	5	3,0	2,7
2	0	0,0	0,0
1	1	0,4	1,0
0	3	1,8	2,1
(8-10)	100	65,5	7,5
(5-7)	40	26,0	6,9
(0-4)	13	8,6	4,4
Number of responses	153	100,0	
Did respond	153	98,9	
Did not respond	2	1,1	
Total asked	155	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.

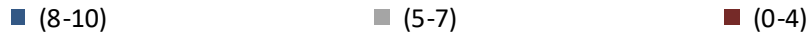


**Q. 2. Overall, how dissatisfied or satisfied were you with Strætó's service? Please answer on a scale from 0 to 10 where 0 means that you were very dissatisfied with Strætó's service and 10 means that you were very satisfied with Strætó's service.**

**Analysis**



\* Statistically significant difference between means



**Finally**

**Reykjavík, January 3<sup>rd</sup> 2018**

Best regards

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