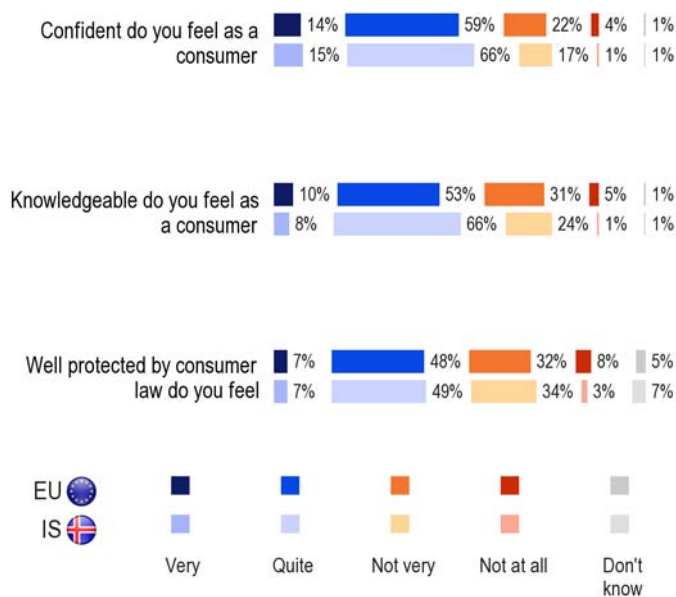
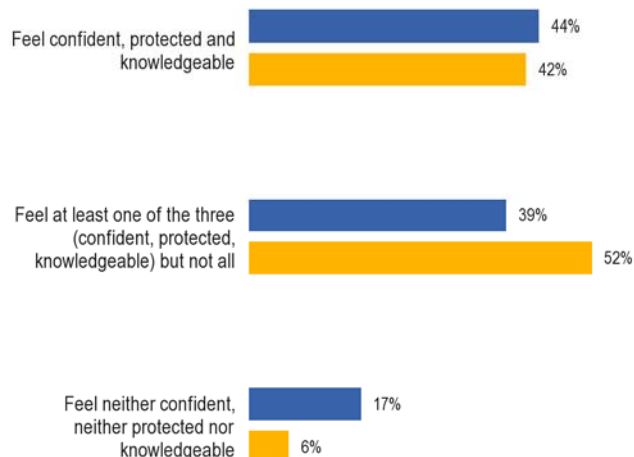


1. Consumer confidence

QA48. In general, when choosing and buying goods and services, how...?

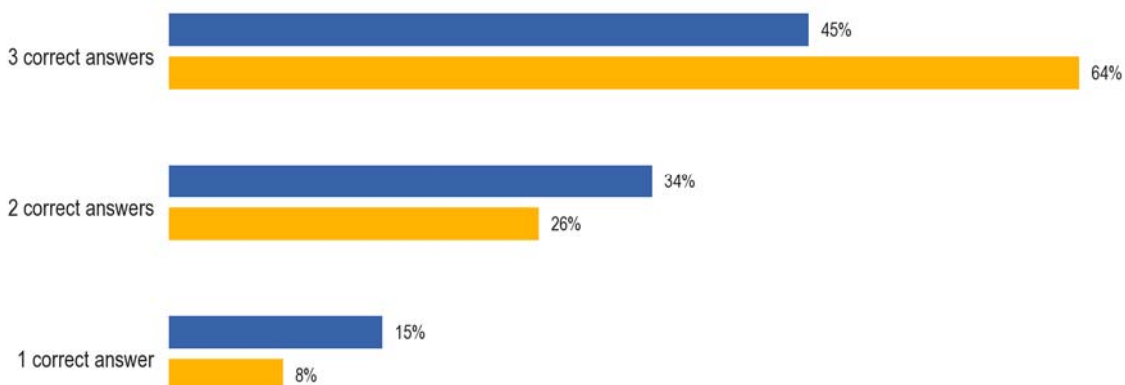


QA48. Overall indicator



2. Consumer skills

Basic numeracy skills*



*Proportion of correct answers given to 3 questions:

QA42. The same flat-screen TV is on sale in shop A for 500 Euros with 10% discount and in shop B for 400 Euros. Which one is cheaper?

1. The one sold in shop A; 2. The one sold in shop B (CORRECT ANSWER)

QA43. Thinking now about savings or deposit accounts, which of the following would be the best interest rate?

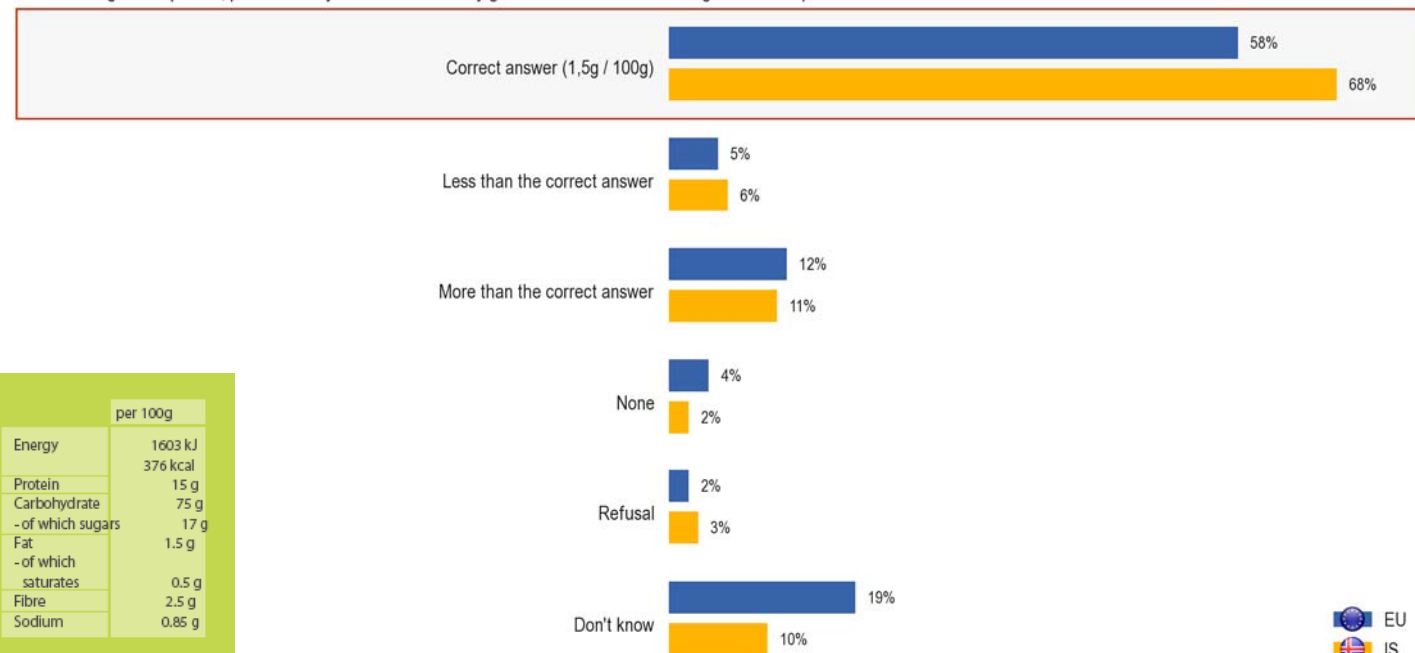
1. 1%; 2. 2%; 3. 3%; 4. 4% (CORRECT ANSWER)

QA44. A family is charged interest at 6% per year on a 50.000 euro home loan. How much is the interest for the first year?

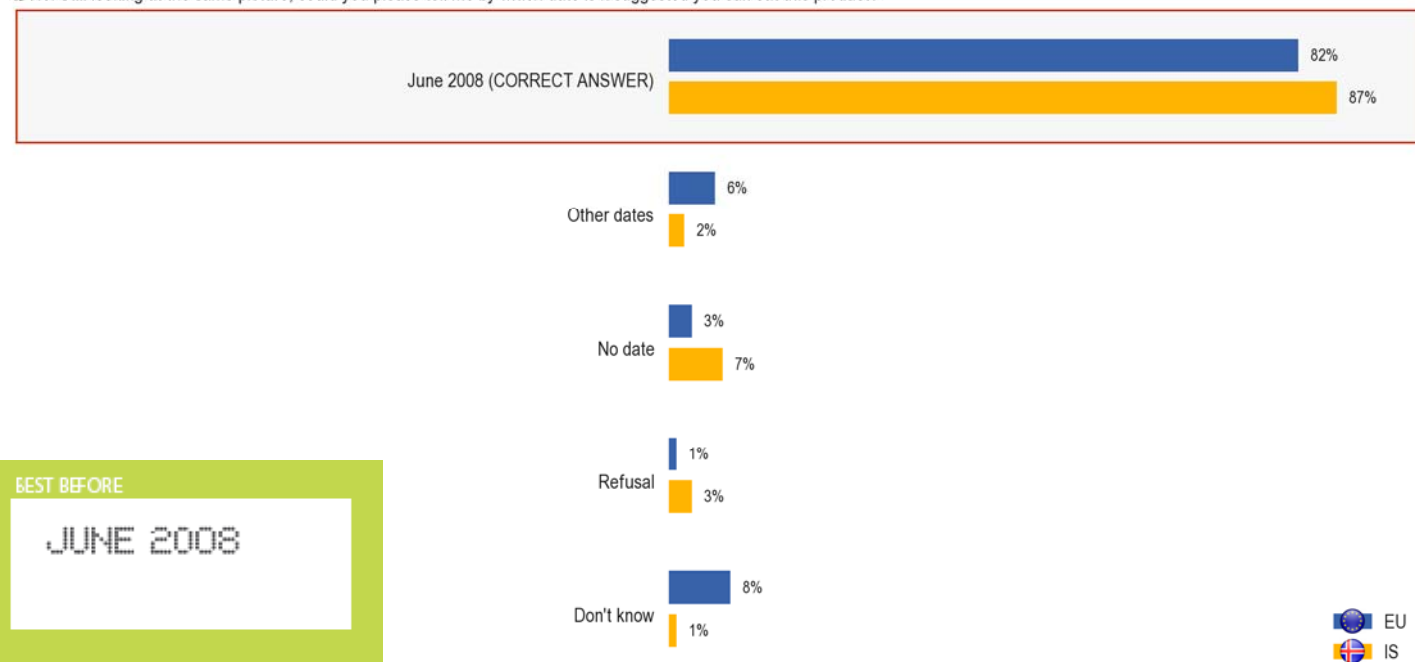
1. 300 Euros; 2. 3.000 Euros (CORRECT ANSWER); 3. 5.000 Euros; 4. 6.000 Euros

2. Consumer skills (cont.)

QA45. Looking at this picture, please could you tell me how many grams of fat there are in 100 grams of this product?



QA46. Still looking at the same picture, could you please tell me by which date is it suggested you can eat this product?



EU27  Number of interviews:
53.402

Fieldwork:
26/02-01/04/2010










IS  Number of interviews:
1.005

Fieldwork:
26/02-29/03/2010

Methodology: face-to-face

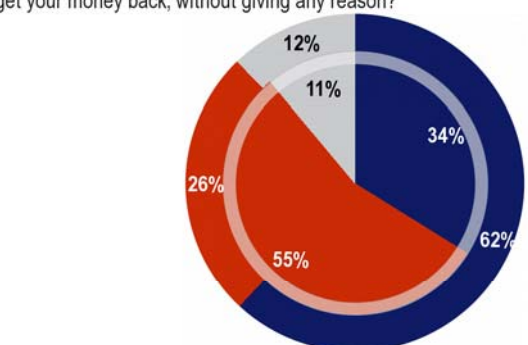
2. Consumer skills (cont.)

Familiarity and meaning of logos

		Share of respondents familiar with the logo		Share of respondents knowing the meaning of the logo	
		EU27 	IS 	EU27 	IS 
The product is organically farmed		16%	15%	34%	47%
The product conforms with the relevant European legislation		66%	81%	25%	46%
The product meets strict ecological standards: it is eco-friendly		17%	17%	12%	17%
The product is made of paper that can be recycled		55%	82%	50%	70%
The product will be detrimental to your health if not used properly		64%	77%	63%	82%

3. Awareness of consumer legislation

QA6. Suppose you ordered a good by post, phone or the Internet, do you think you have the right to return the good you ordered 4 days after its delivery and get your money back, without giving any reason?



■ Yes (CORRECT ANSWER)

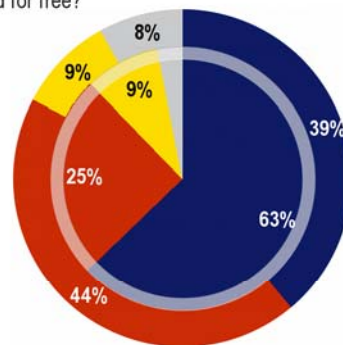
■ No

■ Don't know

EU  Outer pie

IS  Inner pie

QA7. Imagine that a new fridge you bought 18 months ago breaks down. You didn't buy any extended commercial guarantee. Do you have the right to have it repaired or replaced for free?



■ Yes (CORRECT ANSWER)

■ No

■ It depends (SPONTANEOUS)

■ Don't know

EU  Outer pie

IS  Inner pie

THE KEY INDICATORS RESULTS FOR ICELAND



EU27  Number of interviews: 53.402

Fieldwork: 26/02-01/04/2010

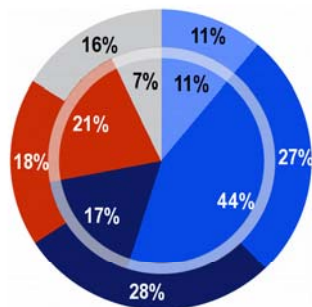
IS  Number of interviews: 1.005






Fieldwork: 26/02-29/03/2010

Methodology: face-to-face

3. Awareness of consumer legislation (cont.)

QA9. Imagine you purchase car insurance over the telephone, the internet or by post. Two days later you discover a better deal with another provider and you decide to cancel the original contract. Do you have the right to do that?



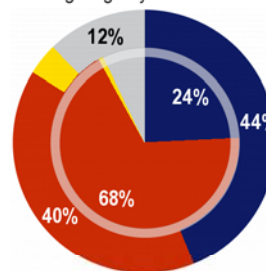
-  Yes, but you won't get your money back
-  Yes, but you have to pay an administration fee
-  Yes, and without paying anything (CORRECT ANSWER)
-  No
-  Don't know

EU  Outer pie

	EU	IS
Yes, but you won't get your money back	11%	11%
Yes, but you have to pay an administration fee	27%	44%
Yes, and without paying anything (CORRECT ANSWER)	28%	17%
No	18%	21%
Don't know	16%	7%

IS  Inner pie

QA10. Imagine a salesman calls uninvited at your door demonstrating a vacuum cleaner. You buy the vacuum cleaner from him, but two days later you discover a better deal. Do you have the right to return the vacuum cleaner and get your money back without giving any reason?



-  Yes (CORRECT ANSWER)
-  No
-  This practice is illegal in (OUR COUNTRY) (SPONTANEOUS)
-  This practice does not happen in (OUR COUNTRY) (SPONTANEOUS)
-  Don't know

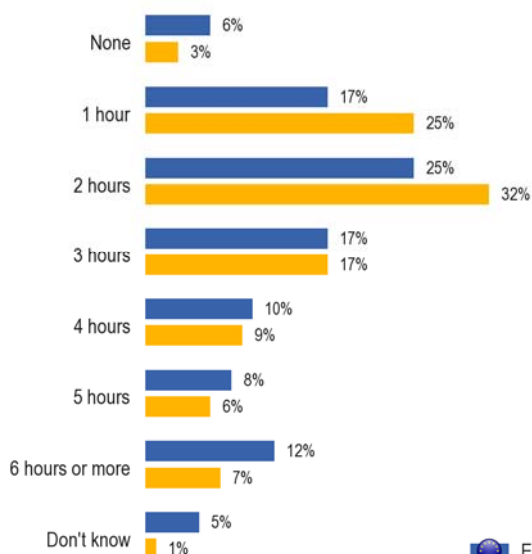
EU  Outer pie

	EU	IS
Yes (CORRECT ANSWER)	44%	24%
No	40%	68%
This practice is illegal in (OUR COUNTRY) (SPONTANEOUS)	0%	0%
This practice does not happen in (OUR COUNTRY) (SPONTANEOUS)	4%	1%
Don't know	12%	7%

IS  Inner pie

4. Consumer engagement

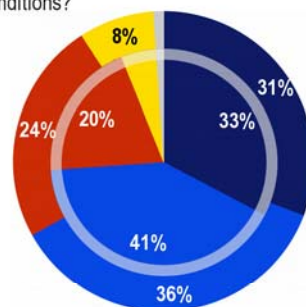
QA39. In a typical week how many hours do you spend shopping (please include both grocery shopping and other types of shopping including comparing offers between goods and services and on-line shopping)?








Don't know

 EU
 IS

QA14. Please think about the last time you signed a contract for a service, for example, gas, electricity, mobile phone, bank account or insurance. Did you read its terms and conditions?



-  Yes, carefully and completely
-  Yes, but only partially
-  No
-  You have never signed this kind of contract (SPONTANEOUS)
-  Don't know

EU  Outer pie

	EU	IS
Yes, carefully and completely	31%	33%
Yes, but only partially	36%	41%
No	24%	20%
You have never signed this kind of contract (SPONTANEOUS)	8%	5%
Don't know	1%	1%

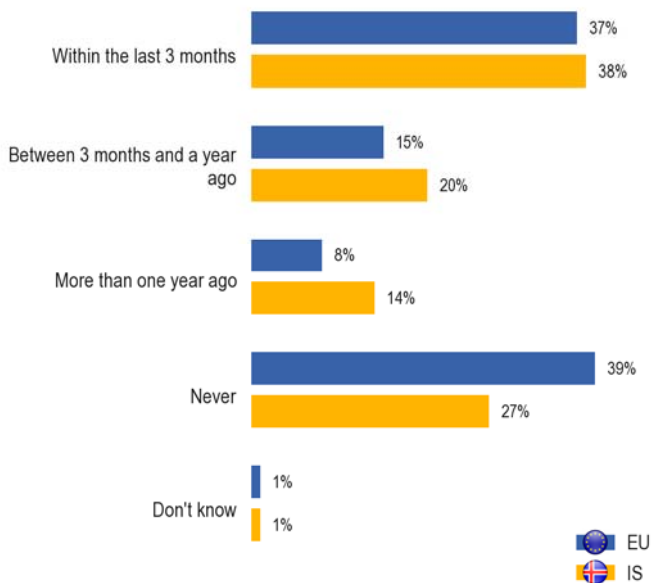
IS  Inner pie

THE KEY INDICATORS RESULTS FOR ICELAND

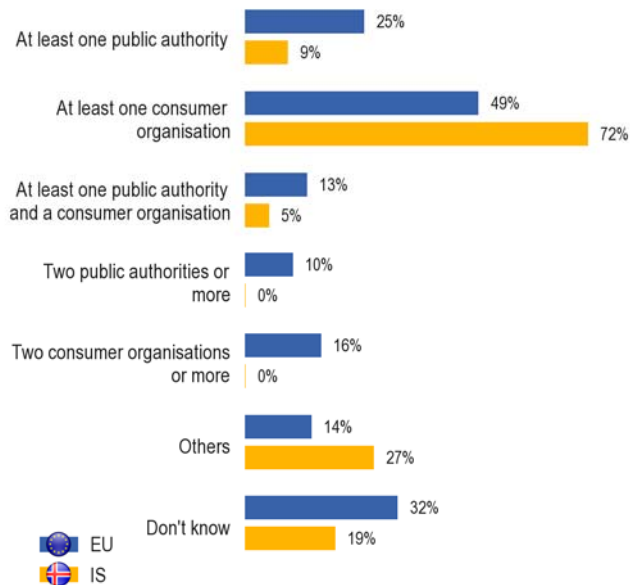


4. Consumer engagement (cont.)

QA19. When did you last buy or order goods or services for private use via a website? Note that order or purchase goods or services by email is not considered as a purchase or order over the Internet.

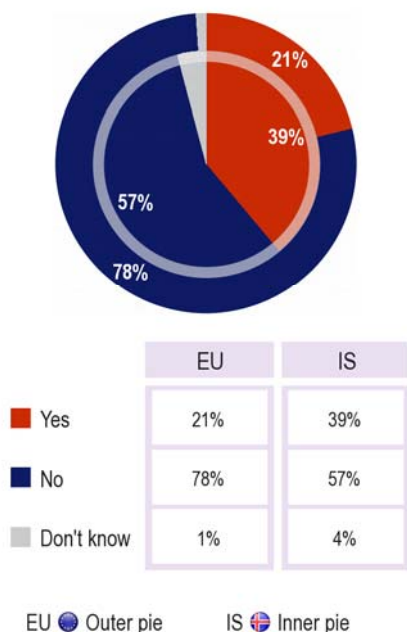


QA16. Thinking about consumer organisations or public agencies/authorities in your country, can you please name any organisations representing and protecting consumers that you have heard of?

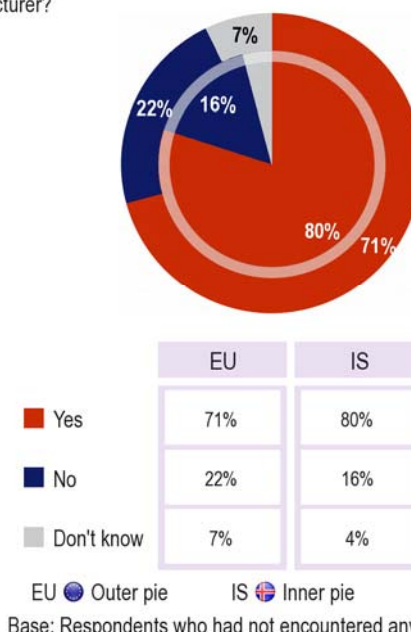


5. Willingness to take action

QA27. In the past 12 months have you encountered any problems for which you had legitimate cause for complaint with a good, a service, a retailer or a provider?



QA28. If you had experienced such a problem in the last 12 months, do you think that you would have made a complaint to the retailer, the provider or the manufacturer?



Base: Respondents who had not encountered any problems