

UPC Pan European Television Survey Results Sweden

The aim of this research is to investigate the way in which people in different European countries experience their TV-viewing during the Christmas holidays.

For gain insight in their TV-viewing, Research International has set out a survey in 11 countries containing a standardized questionnaire.

The results of the survey will be reported both separately and collectively.

This is report contains the results for *Sweden*

The report is divided into different parts;

The first part deals with the way people spend their Christmas holidays.

The second part details the TV-viewing behaviour of people.

The third part is a country specific question.

In this report, a green circle means a significantly higher score than the other scores in the category.

A red circle indicates a significantly lower score than the other scores in the category.

In the text underneath the table is explained what age groups significantly differ from each other. Since gender only has 2 categories, significant differences in that category are not further explained.

1. The Christmas holidays.

q1 - Where will you celebrate Christmas this year?

	Total	s1 - What is your age?			s2 - What is your gender?	
	Total	16-29 years	30-49 years	50 years or older	Male	Female
Total	417	92	142	183	208	208
At home	168 40.3%	30 33.0%	44 31.1%	94 51.1%	84 40.2%	84 40.4%
At friends/family home	99 23.7%	30 33.2%	50 35.5%	18 9.7%	43 20.5%	56 26.9%
Both at home and at friends/family home	113 27.0%	21 22.4%	38 26.6%	54 29.7%	66 31.5%	47 22.5%
On holiday	12 2.8%	4 4.1%	3 2.1%	5 2.7%	3 1.6%	8 4.0%
Other	19 4.5%	6 6.1%	4 2.8%	9 5.1%	9 4.2%	10 4.8%
I don't celebrate Christmas	7 1.7%	1 1.2%	3 1.9%	3 1.8%	4 2.0%	3 1.3%
Don't know	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%

Older people more often spend their Christmas at home than middle aged and young people do. Young and middle aged people more often than older people spend Christmas at a friends or family home.

q2 - With how many people will you spend the most important Christmas moments?

	Total	s1 - What is your age?			s2 - What is your gender?	
	Total	16-29 years	30-49 years	50 years or older	Male	Female
Total	410	91	139	180	204	206
None, I will spend Christmas on my own	9 2.1%	0 .0%	0 .0%	9 4.8%	9 4.2%	0 .0%
1, with somebody else	13 3.2%	1 .6%	5 3.3%	8 4.4%	7 3.6%	6 2.7%
2 - 4	105 25.6%	22 24.0%	30 21.8%	53 29.4%	60 29.6%	45 21.7%
5 - 10	196 47.8%	45 49.2%	61 44.1%	90 50.0%	96 46.9%	100 48.7%
More than 10 people	87 21.3%	24 26.2%	43 30.8%	21 11.5%	32 15.6%	55 26.9%
Don't know	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%

Older people significantly less often than middle aged and young people spend Christmas with more than 10 persons.

q3 - With whom will you spend the most important Christmas moments?

	Total	s1 - What is your age?			s2 - What is your gender?	
	Total	16-29 years	30-49 years	50 years or older	Male	Female
Total	401	91	139	172	196	206
With my own household/family	136 33.8%	20 21.8%	38 27.1%	78 45.6%	61 31.3%	75 36.2%
With my extended family	204 50.9%	55 60.3%	78 56.4%	71 41.5%	101 51.4%	104 50.4%
With friends	5 1.3%	2 2.0%	2 1.4%	1 .8%	3 1.7%	2 .8%
With friends and family	47 11.7%	11 12.5%	20 14.4%	16 9.2%	28 14.3%	19 9.3%
Other	9 2.3%	3 3.4%	1 .7%	5 2.9%	3 1.3%	7 3.2%
Don't know	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%

Older people significantly more often than middle aged and young people spend their Christmas with their own household.

Young and middle aged people significantly more often than older people spend their Christmas with their extended family.

There are no significant differences between men en women

q4 - Will you have a decorated Christmas tree in your house at Christmas?

	Total	s1 - What is your age?			s2 - What is your gender?	
	Total	16-29 years	30-49 years	50 years or older	Male	Female
Total	410	91	139	180	204	206
Yes	278 67.9%	72 79.4%	92 65.8%	115 63.7%	131 64.1%	147 71.7%
No	132 32.1%	19 20.6%	48 34.2%	65 36.3%	73 35.9%	58 28.3%
Don't know	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%

Young people more often than old people have a decorated Christmas tree in house.
There are no significant differences between men en women

2. TV viewing behaviour

q5 - Do you spend more or less time watching television at Christmas than you do normally?

	Total	s1 - What is your age?			s2 - What is your gender?	
	Total	16-29 years	30-49 years	50 years or older	Male	Female
Total	417	92	142	183	208	208
More time	113 27.1%	20 22.3%	45 31.4%	48 26.1%	63 30.4%	49 23.7%
Same amount of time	223 53.5%	51 55.9%	65 45.7%	107 58.5%	113 54.0%	111 53.1%
Less time	81 19.4%	20 21.8%	33 22.9%	28 15.4%	32 15.5%	48 23.2%
Don't know	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%

There are no significant differences age categories.

q6 - What kind of television programs do you prefer to watch

		Total	s1 - What is your age?			s2 - What is your gender?	
		Total	16-29 years	30-49 years	50 years or older	Male	Female
Total		417	92	142	183	208	208
News/current affairs	N	148	15	25	107	90	58
	%	35.4%	16.2%	18.0%	58.5%	43.0%	27.8%
Sport	N	47	8	10	29	35	12
	%	11.2%	8.5%	7.1%	15.6%	16.6%	5.7%
(Family) movies	N	283	70	124	89	136	147
	%	67.9%	76.5%	87.4%	48.6%	65.3%	70.6%
Games, shows, quizzes	N	48	13	13	23	16	32
	%	11.6%	13.7%	9.0%	12.4%	7.6%	15.5%
Soaps	N	37	20	15	3	7	30
	%	9.0%	21.7%	10.3%	1.6%	3.5%	14.4%
Documentaries (nature, history)	N	76	8	29	39	43	33
	%	18.1%	8.6%	20.2%	21.3%	20.6%	15.6%
Spiritual programs	N	24	4	5	15	14	10
	%	5.7%	3.9%	3.4%	8.4%	6.7%	4.7%
Cultural programs (music, dance, art)	N	65	9	22	34	26	40
	%	15.7%	10.2%	15.4%	18.7%	12.3%	19.1%
None of these	N	15	6	5	4	7	8
	%	3.5%	6.9%	3.4%	1.9%	3.2%	3.8%

Older people more often than young and middle aged people prefer to watch news and sports. Middle aged people significantly more often than both young and old people prefer to watch family movies, while younger people significantly more often prefer them to old people. Young people more often than middle aged and old people prefer soaps, and middle aged prefer soaps more than older people. Young people prefer documentaries significantly less often than middle aged and older people.

q7 - What do you think of the TV programming at Christmas compared to the rest of the year?

	Total	s1 - What is your age?			s2 - What is your gender?	
	Total	16-29 years	30-49 years	50 years or older	Male	Female
Total	417	92	142	183	208	208
Better than the rest of the year	137	24	47	66	69	68
	32.8%	25.9%	32.9%	36.2%	33.2%	32.4%
The same as the rest of the year	246	54	80	111	124	122
	59.0%	59.1%	56.7%	60.6%	59.6%	58.4%
Worse than the rest of the year	34	14	15	6	15	19
	8.2%	14.9%	10.3%	3.1%	7.2%	9.2%
Don't know	0	0	0	0	0	0
	.0%	.0%	.0%	.0%	.0%	.0%

Young and middle aged people more often think the TV programming during Christmas is worse than normal.

There are no significant differences between men and women.

q8 - Would you like to spend Christmas without watching television?

	Total	s1 - What is your age?			s2 - What is your gender?	
	Total	16-29 years	30-49 years	50 years or older	Male	Female
Total	417	92	142	183	208	208
Yes	144 34.6%	29 31.3%	51 36.3%	64 35.1%	70 33.8%	74 35.5%
No	273 65.4%	63 68.7%	90 63.7%	119 64.9%	138 66.2%	134 64.5%
Don't know	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%

No significant differences.

q9 - Which TV channels do you prefer to watch at Christmas?

	Total	s1 - What is your age?			s2 - What is your gender?	
	Total	16-29 years	30-49 years	50 years or older	Male	Female
Total	417	92	142	183	208	208
Public television channels	127 30.5%	23 25.3%	29 20.5%	75 40.9%	61 29.2%	66 31.8%
Commercial television channels	30 7.1%	14 15.5%	13 8.9%	3 1.6%	13 6.0%	17 8.2%
I prefer to watch both equally	260 62.4%	54 59.1%	100 70.7%	106 57.6%	135 64.8%	125 60.0%
Don't know	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%

Old people significantly more often than young and middle aged people choose to watch only the public channels, while both young and middle people more often choose to watch only the commercial tv stations.

There are no significant differences between men and women.

q10 - What kind of movies do you prefer to watch on TV at Christmas?

	Total	s1 - What is your age?			s2 - What is your gender?	
	Total	16-29 years	30-49 years	50 years or older	Male	Female
Total	417	92	142	183	208	208
Recent blockbuster movies	99 23.7%	22 24.1%	31 21.8%	46 25.0%	62 29.9%	37 17.5%
Classic Christmas movies	71 17.0%	19 20.7%	17 11.7%	35 19.3%	26 12.7%	44 21.3%
I prefer to watch both equally	247 59.3%	51 55.2%	94 66.5%	102 55.7%	120 57.4%	127 61.2%
Don't know	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%

There are no significant differences between age categories.

q11sw - From the movies listed below, which do you like best

		Total	s1 - What is your age?			s2 - What is your gender?	
		Total	16-29 years	30-49 years	50 years or older	Male	Female
Total		417	92	142	183	208	208
A Christmas Carol	N	97	20	43	33	43	54
(Scrooged och Marley)	%	23.2%	22.1%	30.6%	17.9%	20.5%	25.8%
Ensam Hemma	N	81	29	25	27	47	34
	%	19.4%	31.4%	17.8%	14.7%	22.5%	16.3%
White Christmas	N	43	4	10	30	25	18
	%	10.4%	3.9%	7.1%	16.2%	12.2%	8.6%
Sissi	N	7	0	2	5	0	7
	%	1.8%	.0%	1.5%	2.9%	.0%	3.5%
ET	N	60	21	14	25	37	23
	%	14.4%	22.7%	9.8%	13.9%	17.8%	11.0%
Sound of Music	N	101	22	29	50	37	65
	%	24.3%	24.4%	20.3%	27.4%	17.6%	31.0%
Fanny och Alexander	N	120	6	38	75	62	59
	%	28.9%	7.1%	27.1%	41.1%	29.5%	28.2%
Ett pöron till farsa firar jul	N	80	21	38	21	46	33
	%	19.1%	23.0%	26.5%	11.4%	22.1%	16.1%
Ivanhoe	N	146	24	66	55	67	79
	%	34.9%	26.7%	46.3%	30.2%	32.1%	37.7%
Lejonkungen	N	103	30	39	34	46	57
	%	24.7%	32.9%	27.5%	18.5%	22.1%	27.4%
Grinchen - julen är stulen	N	65	23	32	9	26	39
	%	15.5%	25.6%	22.8%	4.9%	12.4%	18.6%
None of these	N	55	11	13	32	30	25
	%	13.3%	11.6%	9.1%	17.3%	14.4%	12.1%

Middle aged people more often prefer Scrooged and Marly than older people.

Young people more often than both middle aged and old people prefer Ensam Hemma.

Old people more often than both middle aged and young people prefer White Christmas.

Young people more often than both middle aged and old people prefer ET.

Old people less often than both middle aged and young people prefer "Ett paron till farsa firar jul."

Middle aged people more often than both young and old people prefer Ivanhoe.

Young people more often than both middle aged people and old people prefer Lejonkungen.

Old people less often than both young and middle aged people prefer Grinchen- julen är stulen.

q12 - Do you go to church at Christmas and/or do you watch a spiritual/religious service on TV?

	Total	s1 - What is your age?			s2 - What is your gender?	
	Total	16-29 years	30-49 years	50 years or older	Male	Female
Total	417	92	142	183	208	208
I do both	47 11.3%	6 6.9%	10 7.4%	30 16.5%	20 9.7%	27 12.9%
I only go to church	31 7.4%	12 13.3%	14 9.7%	5 2.5%	12 5.6%	19 9.1%
I only watch spiritual/religious	31 7.3%	2 2.7%	5 3.4%	23 12.7%	17 8.3%	13 6.4%
None of the above	309 74.0%	71 77.1%	113 79.5%	125 68.2%	159 76.4%	149 71.6%
Don't know	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%

Old people significantly less often than middle aged and young people go to church during Christmas, but they more often see a spiritual program on TV.
Also, old people more often than middle aged and young people go both to church and watch a spiritual service on TV.

q13 - Do you think it is important that your country leader (King / Queen / Prime Minister/President) gives a speech on TV at Christmas

	Total	s1 - What is your age?			s2 - What is your gender?	
	Total	16-29 years	30-49 years	50 years or older	Male	Female
Total	417	92	142	183	208	208
Yes	72 17.3%	11 11.6%	23 16.0%	39 21.1%	45 21.8%	27 12.7%
No	345 82.7%	81 88.4%	119 84.0%	145 78.9%	163 78.2%	182 87.3%
Don't know	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%

there are no significant differences between age categories.

q14 - Do you think television programs with violence should be banned at Christmas?

	Total	s1 - What is your age?			s2 - What is your gender?	
	Total	16-29 years	30-49 years	50 years or older	Male	Female
Total	417	92	142	183	208	208
Yes	174 41.8%	19 21.0%	45 31.5%	110 60.1%	71 33.9%	104 49.7%
No	243 58.2%	73 79.0%	97 68.5%	73 39.9%	138 66.1%	105 50.3%
Don't know	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%

Old people more often than middle aged and young people think that violence should be banned from TV during Christmas.

Middle aged and young man more often than old people don't think so.

q15 - Do you want to be able to watch live sports programs on TV at Christmas?

	Total	s1 - What is your age?			s2 - What is your gender?	
	Total	16-29 years	30-49 years	50 years or older	Male	Female
Total	417	92	142	183	208	208
Yes	114 27.5%	24 26.0%	35 25.0%	55 30.1%	77 36.8%	38 18.1%
No	303 72.5%	68 74.0%	106 75.0%	128 69.9%	132 63.2%	171 81.9%
Don't know	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%

there are no significant differences between age categories.

3. Country specific question

q16sw - Do you think it is time to replace Kalle anka with another programme?

	Total	s1 - What is your age?			s2 - What is your gender?	
	Total	16-29 years	30-49 years	50 years or older	Male	Female
Total	417	92	142	183	208	208
yes, it is time	80 19.1%	10 10.5%	18 12.5%	52 28.4%	42 20.0%	38 18.2%
No keep the tradition	337 80.9%	82 89.5%	124 87.5%	131 71.6%	167 80.0%	171 81.8%

Old people more often than both middle aged and young people think that Kalle anke should be replaced.

Young and middle aged people don't think so.