

S O M

2005

The Swedish Cinema Audience



GÖTEBORGS
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s o c i e t y o p i n i o n m a s s m e d i a

1 Visits to the cinema in Sweden 1988-2005 (percent)

	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005
Often	15	17	15	14	13	13	13	13	11	13	11	13	11	9	11	11	8	9
Sporadic	44	45	43	47	48	45	46	47	47	48	51	49	50	51	56	55	56	54
Never	41	38	42	38	39	42	41	40	42	39	37	38	39	40	33	35	36	37

Comment: Often means at least once a month. Sporadic means less frequent than once a month and at least once a year. Never means less than once a year.

2 Cinema visitors in Sweden 1988-2005 (percent)

	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005
Never	41	38	42	38	39	42	41	40	42	39	37	38	39	39	33	35	36	37
Less frequent than once a month	45	45	43	47	48	45	46	47	47	48	51	49	51	51	56	54	56	54
Once a month	13	15	12	12	12	11	12	11	9	12	11	11	9	8	10	10	7	9
At least once a week	2	2	2	2	2	1	2	2	2	2	1	2	1	1	1	1	1	1
Total	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
n	1530	1507	1534	1515	1852	1814	1646	1715	1695	1650	3427	3314	3343	3443	3418	3523	3454	3395
Total share cinema visitors	59	62	58	62	61	58	59	60	58	61	63	62	61	61	67	65	64	63

3 Frequent cinema visits by sex and age 1988-2005 (percent)

	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005
Men																		
15-19 years	56	59	54	59	29	36	27	29	32	39	36	36	34	29	33	39	22	22
20-29 years	40	39	36	35	40	37	30	30	25	36	29	39	27	29	31	27	20	18
30-39 years	6	11	14	11	14	13	11	14	10	14	10	10	10	11	12	13	11	11
40-49 years	6	6	5	5	7	6	7	4	6	6	3	6	7	6	7	6	3	5
50-59 years	1	7	3	3	4	1	10	3	5	3	4	9	5	4	5	3	3	5
60-69 years	2	1	0	2	1	2	3	3	3	4	2	1	3	4	2	1	4	5
70-79 years	0	0	3	3	0	0	3	2	1	1	3	2	1	1	3	1	3	2
80-85 years	x	x	x	x	0	0	0	0	0	0	0	0	5	0	2	0	4	5
Women																		
15-19 years	48	70	52	56	50	35	34	34	25	45	35	35	29	26	33	36	25	27
20-29 years	34	41	28	28	28	31	32	37	28	30	33	30	27	24	28	27	18	26
30-39 years	7	7	5	7	10	10	8	10	8	13	7	13	12	9	13	9	5	10
40-49 years	5	8	8	6	6	6	12	8	8	6	8	6	7	5	7	7	6	6
50-59 years	1	4	9	4	6	8	9	5	5	6	7	7	6	5	4	6	9	8
60-69 years	0	0	2	1	2	0	5	8	4	5	3	5	4	4	4	4	4	7
70-79 years	0	0	6	0	3	0	5	6	1	5	3	3	1	0	3	3	2	5
80-85 years	x	x	x	x	0	0	0	0	0	0	0	0	4	0	0	0	0	0

Comment: Frequent means at least once a month.

4 Frequent cinema visitors in different generations 1988-2005 (percent)

	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	Genomsnittlig andel frekventa biobesökare
80-talister								30	19	43	37	35	34	31	34	37	21	24	31
70-talister	50	64	53	57	44	42	35	35	33	38	32	34	24	20	22	20	13	16	35
60-talister	40	40	29	24	24	19	18	20	11	15	10	12	10	10	10	7	5	5	17
50-talister	9	9	9	7	8	10	10	5	6	6	5	6	7	5	7	7	5	7	7
40-talister	5	7	6	5	7	7	8	6	7	5	6	8	5	5	4	4	5	6	6
30-talister	0	5	6	2	3	2	6	4	3	4	3	3	4	2	3	2	4	4	3
20-talister	2	1	1	2	2	0	5	4	3	3	2	3	1	0	3	2	2	3	2

Comment: Frequent means at least once a month.

5 Very frequent cinema visitors among young men and women (15-19 years) (percent)

	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	Genomsnitt 1988-2005	10-years-förändring 1996-2005
Men	8	6	6	7	4	4	4	4	6	7	2	5	4	3	2	4	2	1	4	-5
Women	5	7	5	4	2	4	5	5	4	3	3	4	3	2	3	3	2	2	4	-2

Comment: Cinema visitors at least once a week

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Frequent cinema visitors in different groups 1988-2005 (percent)

	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005
Everyone	15	17	15	14	13	13	13	13	11	13	11	13	11	9	11	11	8	9
Men	16	17	15	15	13	14	13	12	11	13	10	13	10	10	11	10	8	8
Women	14	17	14	14	14	12	14	14	11	14	12	13	11	9	11	11	8	11
15-19 years	52	64	53	58	40	35	31	31	29	42	35	35	32	27	33	38	24	25
20-29 years	37	40	32	31	34	34	31	33	27	33	31	34	27	27	29	27	18	23
30-39 years	7	9	9	9	12	12	10	12	9	14	9	12	11	10	12	11	8	10
40-49 years	5	7	6	6	6	6	10	6	7	6	5	6	7	6	7	7	5	5
50-59 years	1	5	6	4	5	5	10	4	5	5	6	8	6	4	5	5	6	7
60-69 years	1	1	1	1	1	1	4	5	4	4	2	3	4	4	3	3	4	6
70-79 years	0	0	5	2	2	0	3	4	1	3	3	3	1	0	3	2	3	4
80-85 years	x	x	x	x	0	0	0	0	0	0	0	0	4	0	1	0	2	2
Rural housing	x	x	x	9	6	10	7	13	4	8	5	8	8	4	5	6	3	4
Township	x	x	x	13	14	12	12	10	10	12	7	9	7	7	8	8	5	6
Town/suburb	x	x	x	16	12	13	14	14	12	17	12	14	11	10	13	10	8	10
City	x	x	x	23	25	21	23	20	25	19	24	21	21	17	18	22	17	20
Low education	x	x	x	x	x	x	x	x	4	5	3	5	3	2	3	5	4	6
Medium low education	x	x	x	x	x	x	x	x	7	8	7	9	7	5	6	14	8	10
Medium high education	x	x	x	x	x	x	x	x	16	21	18	20	16	14	17	12	9	11
High education	x	x	x	x	x	x	x	x	19	19	17	17	15	14	16	14	13	12
Working class	14	16	11	12	13	11	10	10	8	10	9	11	8	7	9	9	7	8
Service sector	16	14	15	12	10	12	14	12	11	11	10	10	10	7	11	10	7	7
Academic	20	24	23	20	18	24	22	21	25	25	23	23	18	18	18	16	13	15
Entrepreneur	11	21	15	12	10	7	15	17	8	18	10	12	12	12	11	13	8	10
Gainfully employed	12	15	13	11	13	11	12	12	11	10	10	11	10	9	11	10	7	9
Unemployed	31	14	37	25	18	15	18	14	11	11	14	16	12	9	13	13	11	19
Retired	0	0	2	2	2	0	4	4	3	4	2	3	2	1	2	1	3	3
Early retirement/sick	3	0	2	2	0	1	2	3	5	6	4	4	4	2	4	2	4	2
Student	48	54	40	49	41	38	32	31	29	40	34	35	30	26	28	32	23	23
Ethnic Swede	x	x	x	x	x	x	x	x	11	13	11	12	10	9	11	10	7	9
First generation immigrant	x	x	x	x	x	x	x	x	13	17	16	16	13	13	15	15	11	15
Second generation immigrant	x	x	x	x	x	x	x	x	17	26	24	21	17	16	21	21	12	18

Comment: Visits at least once a month.

7 Access to electronic equipment in the household 2005 (percent)

	TV	Digital-TV	Big screen TV/Home cinema	VCR	DVD-player	Index for technical equipment (means)
Everyone	92	39	12	81	65	2,85
SEX						
Women	91	37	11	79	62	2,76
Men	93	42	14	82	67	2,94
AGE						
15-19 years	95	53	26	91	89	3,45
20-29 years	92	31	22	73	86	2,93
30-39 years	95	47	18	84	87	3,26
40-49 years	94	47	16	90	81	3,26
50-59 years	93	40	10	86	65	2,97
60-69 years	90	38	3	83	40	2,48
70-79 years	85	21	2	64	22	1,91
80-85 years	86	16	0	35	8	1,37
EDUCATION						
Low education	90	35	5	74	44	2,41
Medium low education	93	46	19	86	72	3,16
Medium high education	92	38	13	79	72	2,88
High education	94	36	11	85	73	2,92
CLASS						
Working class	91	39	12	79	65	2,83
Service sector	93	38	9	83	61	2,79
Academic	94	37	16	84	73	3,03
Entrepreneur	92	55	21	87	71	3,27
OCCUPATION						
Gainfully employed	95	45	15	87	78	3,16
Unemployed	97	32	12	80	69	2,97
Retired	87	25	2	65	24	1,99
Early retirement/sick	85	43	3	78	46	2,66
Student	91	40	19	83	87	3,12
HOME ENVIRONMENT						
Rural housing	95	50	13	81	60	2,96
Township	90	44	11	84	69	2,91
Town/suburb	92	36	14	80	64	2,84
City	91	29	11	77	65	2,68
ORIGION						
Ethnic Swede	93	40	12	81	64	2,87
First generation immigrant	87	37	15	80	71	2,84
Second generation immigrant	89	39	17	82	80	2,90
CINEMA HABITS						
Never	91	36	8	74	47	2,56
Sporadic	93	39	15	83	75	3,05
Often	93	34	15	78	73	2,92

Comment: The index includes the categories in table 7 and goes from 0 to 5.

8 Access to technology in different groups 2005 (percent of index)

Index for technical equipment	0	1	2	3	4	5	Summa percent
Everyone	3	10	22	34	23	7	100
SEX							
Women	4	12	23	34	21	6	100
Men	3	9	20	35	25	8	100
AGE							
15-19 years	2	3	13	30	34	18	100
20-29 years	3	9	17	41	21	9	100
30-39 years	2	4	12	40	32	10	100
40-49 years	2	4	13	40	31	10	100
50-59 years	2	7	20	40	24	6	100
60-69 years	4	13	34	30	17	1	100
70-79 years	7	27	42	17	7	0	100
80-85 years	14	51	24	8	3	0	100
EDUCATION							
Low education	4	20	30	27	16	3	100
Medium low education	2	6	18	35	28	12	100
Medium high education	4	9	18	39	25	5	100
High education	2	7	21	40	23	5	100
CLASS							
Working class	3	12	22	33	23	8	100
Service sector	3	10	26	35	22	5	100
Academic	3	6	18	41	26	7	100
Entrepreneur	6	2	11	35	31	15	100
OCCUPATION							
Gainfully employed	1	5	16	40	28	9	100
Unemployed	1	7	18	44	25	4	100
Retired	7	27	37	19	10	1	100
Early retirement/sick	5	8	34	26	24	3	100
Student	3	7	14	37	29	10	100
HOME ENVIRONMENT							
Rural housing	3	11	21	29	29	8	100
Township	4	9	18	38	26	6	100
Town/suburb	3	11	23	33	23	7	100
City	4	12	24	38	15	7	100
ORIGION							
Ethnic Swede	3	10	22	35	24	7	100
First generation immigrant	4	12	17	37	21	9	100
Second generation immigrant	3	11	17	42	17	10	100
CINEMA HABITS							
Never	4	16	27	27	21	4	100
Sporadic	3	6	18	39	26	9	100
Often	3	8	23	36	20	10	100

Comment: The table shows how much technology each household has based on the index in table 7.

9 What is important when you go to the movies? 2005 (percent)

	Very important	Fairly important	Not very important	Not at all important	n
The storyline	78	21	1	1	1297
Comfortable chairs	60	36	3	1	1290
Good picture and sound	56	40	3	1	1289
A calm and orderly audience	48	45	6	1	1284
The actors	38	47	12	2	1287
A big screen	31	51	15	2	1284
The ticket price	27	46	24	3	1288
The cinema environment	22	60	15	3	1281
Momentary impulse	18	40	30	13	1280
Recomendations from friends	16	54	24	6	1281
That the cinema is close to where I live	16	46	31	6	1285
The director	12	29	46	13	1274
Rebates/membership/bonussystems	11	18	48	23	1276
That the movie is new	9	24	47	19	1284
Reviews	5	28	45	22	1273

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What is important when you go to the movies? 2005 (factor scores)

	Environment comfort and technology	Price and access	Substance	The movie front
Good picture and sound	,82	,10	,11	-,03
Comfortable chairs	,79	,21	,10	-,02
A big screen	,78	,06	,07	,20
The cinema environment	,71	,03	,07	,25
A calm and orderly audience	,64	,17	,18	-,05
Rebates/membership/bonussystems	,13	,71	,14	-,04
The ticket price	,26	,69	,18	-,15
That the cinema is close to where I live	,09	,60	,03	,10
Recomendations from friends	,02	,54	,01	,34
Momentary impulse	,05	,54	-,09	,25
The actors	,21	,05	,77	,07
The director	-,02	-,01	,77	,30
The storyline	,23	,16	,54	-,14
Reviews	,00	,10	,24	,77
That the movie is new	,22	,16	-,04	,69
<i>Explained variance (%)</i>	27	11	9	8

Comment: The number of factors established through Kaisers criterium

11 Liking of different genres in general (percent)

	Like very much	Like fairly much	Do not like very much	Do not like at all	n	Balance
Comedy	48	39	10	3	1710	+74
Documentary	42	44	10	4	1701	+71
Drama	33	42	19	6	1699	+50
Thriller	33	39	17	11	1692	+44
Romance	23	41	29	8	1691	+27
Childrens-/familyfilm	15	45	29	11	1686	+20
Action	26	32	23	19	1683	+16
Science Fiction/ fantasy	11	16	26	47	1690	-45
Horror	11	14	29	46	1682	-51

Comment: The question does not specify where you see the film

12 Liking of different genres by sex (percent)

Genre		Like very much	Like fairly much	Do not like very much	Do not like at all	Balance
Action	Women	17	29	28	27	-9
	Men	35	36	18	11	+42
Thriller	Women	31	34	19	15	+32
	Men	34	44	15	6	+57
Comedy	Women	49	38	10	3	+74
	Men	47	40	9	3	+74
Drama	Women	47	38	10	4	+71
	Men	18	46	28	8	+28
Romance	Women	36	45	15	4	+62
	Men	9	36	44	12	-11
Childrens- /familyfilm	Women	21	48	24	7	+37
	Men	9	42	35	14	+1
Documentary	Women	43	42	11	3	+71
	Men	40	46	9	5	+72
Horror	Women	10	12	23	55	-56
	Men	11	16	36	37	-46
Sci-fi/fantasy	Women	7	12	25	56	-62
	Men	16	21	26	37	-26

Liking of different genres by age (percent)

Action	Like very much	Like fairly much	Do not like very much	Do not like at all	Balance
15-29 years	35	38	22	5	47
30-49 years	34	38	20	8	44
50-64 years	20	31	25	24	1
65-85 years	9	19	25	47	-44
Thriller					
15-29 years	39	38	19	5	53
30-49 years	42	38	14	6	58
50-64 years	27	43	19	10	41
65-85 years	21	36	16	27	13
Comedy					
15-29 years	59	33	6	2	84
30-49 years	54	37	7	2	82
50-64 years	40	42	13	5	64
65-85 years	37	46	12	5	66
Drama					
15-29 years	35	38	23	4	46
30-49 years	40	39	18	3	58
50-64 years	30	46	18	6	53
65-85 years	25	45	18	13	38
Romance					
15-29 years	27	37	30	6	28
30-49 years	26	40	29	5	32
50-64 years	19	44	29	8	25
65-85 years	18	42	27	13	21
Childrens-/familyfilm					
15-29 years	17	44	29	11	22
30-49 years	20	50	25	5	39
50-64 years	10	42	36	12	4
65-85 years	13	42	28	18	9
Documentary					
15-29 years	27	50	17	6	53
30-49 years	43	44	10	3	74
50-64 years	44	45	9	2	78
65-85 years	51	37	6	6	76
Horror					
15-29 years	31	23	28	18	8
30-49 years	9	14	29	48	-53
50-64 years	3	11	32	54	-72
65-85 years	3	7	26	63	-78
Sci-fi/fantasy					
15-29 years	25	24	28	23	-2
30-49 years	14	20	27	39	-33
50-64 years	5	12	25	58	-67
65-85 years	3	9	22	66	-77

14 Likes movies from different parts of the world 2005 (percent)

	Sweden	Denmark	France	Great Britain	USA	Asia
Everyone	89	61	41	87	86	36
SEX						
Women	89	64	43	89	86	36
Men	90	59	40	86	87	36
AGE						
15-19 years	80	26	24	82	98	43
20-29 years	80	41	34	86	93	46
30-39 years	90	60	36	88	96	35
40-49 years	93	69	47	92	87	32
50-59 years	92	67	39	90	82	30
60-69 years	93	74	52	86	78	36
70-79 years	91	71	52	84	74	38
80-85 years	89	79	48	79	62	32
EDUCATION						
Low education	92	64	36	80	82	31
Medium low education	89	52	32	86	90	31
Medium high education	86	60	46	91	87	40
High education	90	77	57	94	85	46
CLASS						
Working class	89	54	31	83	88	33
Service sector	92	71	45	92	85	35
Academic	87	72	66	95	84	51
Entrepreneur	87	61	36	85	87	29
OCCUPATION						
Gainfully employed	92	65	42	91	89	33
Unemployed	92	65	43	76	87	48
Retired	92	73	51	85	72	35
Early retirement/sick	88	48	37	82	87	34
Student	75	31	28	85	94	47
HOME ENVIRONMENT						
Rural housing	93	59	36	87	87	31
Township	90	57	33	83	87	30
Town/suburb	88	62	43	89	88	36
City	87	68	53	90	81	50
ORIGION						
Ethnic Swede	91	63	41	89	87	35
First generation immigrant	79	57	42	81	85	46
Second generation immigrant	79	52	39	83	95	45
CINEMA HABITS						
Never	89	62	35	81	81	30
Sporadic	90	61	42	90	89	35
Often	87	61	52	91	85	55

Comment: The table shows the percentage that likes movies from different parts of the world very much or fairly much.

15 "Taste" dimensions for movies from different parts of the world (factor scores)

	Asia/France	Northern Europe	American
Asia	,88	-,08	,11
France	,81	,32	-,08
Sweden	-,11	,86	,09
Denmark	,43	,75	-,13
Great Britain	,27	,55	,50
USA	-,04	-,01	,94
<i>Explained variance (%)</i>	38	21	17

Comment: Kaisers criterium

16 "Taste" dimensions for different genres (factor scores)

	"Male taste"	"Female taste"
Action	,79	,04
Thriller	,73	,16
Horror	,73	-,03
Science fiction/fantasy	,71	-,03
Romance	-,07	,82
Drama	,01	,76
Comedy	,32	,61
Childrens-/familyfilm	,09	,61
Documentary	-,05	,41
<i>Explained variance</i>	28 %	22 %

Correlations:

Age	-,47	-,11
Sex	,29	-,35

Comment: Higher score of correlation for age means higher age. For sex plus-scores stands for Men and minus-scores for Women.

17 Share that sees movies through different viewing-windows 2005 (percent)

	Never	Sporadic	Often
General TV channels	4	44	52 (at least 1/week)
Movie channels	47	28	25 (at least 1/week)
DVD/VCR	20	55	25 (at least 1/week)
Cinema	34	56	10 (at least 1/month)
Internet	86	X	14 (at least 1/year)

18 Share of population that frequently watches movies through different viewing-windows 2005 (percent)

	General TV channels	Movie channels	DVD/VCR	Cinema	Internet
Everyone	52	25	25	10	14
SEX					
Women	52	22	25	11	11
Men	52	28	26	8	17
AGE					
15-19 years	62	37	52	22	46
20-29 years	55	25	51	20	35
30-39 years	56	24	31	10	13
40-49 years	58	27	20	7	8
50-59 years	47	25	16	5	7
60-69 years	51	22	16	8	4
70-79 years	45	22	9	4	3
80-85 years	30	9	6	4	2
EDUCATION					
Low education	49	28	21	6	9
Medium low education	56	30	34	9	17
Medium high education	49	21	21	11	14
High education	53	16	19	13	12
CLASS					
Working class	56	30	30	8	15
Service sector	49	19	19	7	9
Academic	49	17	21	15	17
Entrepreneur	51	34	26	8	14
OCCUPATION					
Gainfully employed	52	24	24	8	10
Unemployed	71	39	45	18	24
Retired	44	21	9	3	2
Early retirement/sick	57	33	38	7	5
Student	62	28	45	21	42
HOME ENVIRONMENT					
Rural housing	50	30	22	3	7
Township	49	26	24	7	14
Town/suburb	53	25	26	10	14
City	56	18	30	18	18
ORIGION					
Ethnic Swede	52	24	24	9	13
First generation immigrant	56	32	35	12	18
Second generation immigrant	57	27	39	14	22
CINEMA HABITS					
Never	49	28	19	2	6
Sporadic	52	22	25	4	16
Often	66	30	46	64	27

Comment: For definition of how frequent "often" is see previous table.

19 Best medium for watching movies from different aspects

	Best movie experience	Most price worthy	Best quality of picture and sound	Most comfortable	Best to watch together with others
General TV channels	11	45	6	36	16
Movie channels	3	7	1	7	3
VCR	2	5	1	7	8
DVD	7	16	19	31	31
Cinema	70	7	57	9	28
Internet	0	3	0	1	0
Don't know	7	16	15	9	14
Total	100	100	100	100	100
n	1706	1679	1680	1688	1690

Best movie medium – Best movie experience 2005 (percent)

	General TV channels	Movie channels	VCR	DVD	Cinema	Internet	Don't know	Total
Everyone	11	3	2	7	70	0,2	7	100
SEX								
Women	11	2	2	6	71	0,1	8	100
Men	11	4	1	9	68	0,2	7	100
AGE								
15-19 years	2	1	0	14	79	0,0	4	100
20-29 years	0	1	0	13	83	0,0	3	100
30-39 years	2	1	0	7	86	0,4	3	100
40-49 years	4	4	1	8	80	0,0	4	100
50-59 years	9	4	3	9	67	0,3	8	100
60-69 years	19	5	3	2	61	0,4	10	100
70-79 years	38	5	2	3	38	0,0	15	100
80-85 years	40	2	0	0	23	0,0	36	100
EDUCATION								
Low education	26	4	3	6	47	0,2	13	100
Medium low education	7	3	1	11	72	0,2	5	100
Medium high education	6	1	1	6	79	0,0	6	100
High education	3	3	1	4	85	0,3	4	100
CLASS								
Working class	15	3	2	9	63	0,1	8	100
Service sector	11	2	1	6	73	0,0	7	100
Academic	2	2	1	2	89	0,4	4	100
Entrepreneur	8	8	2	10	64	0,0	8	100
OCCUPATION								
Gainfully employed	4	3	1	8	79	0,3	4	100
Unemployed	6	3	1	10	73	0,0	6	100
Retired	35	3	2	2	43	0,0	16	100
Early retirement/sick	16	3	3	10	53	0,0	14	100
Student	2	2	2	11	79	0,0	4	100
HOME ENVIRONMENT								
Rural housing	12	5	2	8	62	0,0	12	100
Township	12	3	0	8	70	0,5	6	100
Town/suburb	11	3	2	7	70	0,1	7	100
City	8	2	2	6	77	0,0	6	100
ORIGION								
Ethnic Swede	11	3	2	7	70	0,2	7	100
First generation immigrant	10	3	2	10	70	0,0	6	100
Second generation immigrant	5	0	2	11	80	0,0	3	100
CINEMA HABITS								
Never	24	6	3	8	42	0,2	16	100
Sporadic	4	1	1	7	84	0,1	3	100
Often	2	3	1	4	88	0,6	1	100

Best movie medium – Most price-worthy 2005 (percent)

	General TV channels	Movie channels	VCR	DVD	Cinema	Internet	Don't know	Total
Everyone	45	7	5	16	7	3	16	100
SEX								
Women	46	6	7	16	6	1,3	17	100
Men	44	9	3	17	8	5,8	14	100
AGE								
15-19 years	24	12	7	26	11	10,6	9	100
20-29 years	35	3	4	36	4	14,3	4	100
30-39 years	44	5	6	30	3	4,5	7	100
40-49 years	53	10	8	14	6	0,4	8	100
50-59 years	47	12	4	10	10	0,3	16	100
60-69 years	55	5	5	5	7	0,4	24	100
70-79 years	46	5	4	2	6	0,0	37	100
80-85 years	36	2	2	0	4	0,0	55	100
EDUCATION								
Low education	42	6	4	11	7	1,0	29	100
Medium low education	41	10	5	21	7	4,5	12	100
Medium high education	50	6	4	17	6	5,9	10	100
High education	53	7	8	15	6	2,0	10	100
CLASS								
Working class	39	9	5	20	7	3,2	17	100
Service sector	53	6	4	14	7	2,6	14	100
Academic	53	4	7	15	6	5,8	10	100
Entrepreneur	42	10	7	15	6	4,2	16	100
OCCUPATION								
Gainfully employed	47	8	5	20	7	2,3	11	100
Unemployed	37	7	7	25	4	6,0	12	100
Retired	51	4	4	2	5	0,3	35	100
Early retirement/sick	47	11	5	11	7	0,0	19	100
Student	34	9	6	25	8	13,0	6	100
HOME ENVIRONMENT								
Rural housing	40	11	5	16	5	1,9	22	100
Township	45	7	4	17	8	3,0	17	100
Town/suburb	47	7	6	16	7	3,3	14	100
City	46	5	6	19	6	5,8	12	100
ORIGION								
Ethnic Swede	47	7	5	16	6	2,9	16	100
First generation immigrant	39	6	7	19	11	7,1	12	100
Second generation immigrant	34	8	7	23	11	11,9	5	100
CINEMA HABITS								
Never	44	9	4	10	3	0,9	30	100
Sporadic	48	6	6	20	8	4,3	8	100
Often	38	8	8	20	13	6,5	8	100

Best movie medium – Best quality of picture and sound 2005 (percent)

	General TV channels	Movie channels	VCR	DVD	Cinema	Internet	Don't know	Total
Everyone	6	1	1	19	57	0,1	15	100
SEX								
Women	6	1	0	17	57	0,0	18	100
Men	6	2	1	22	56	0,2	12	100
AGE								
15-19 years	1	2	0	34	60	0,0	4	100
20-29 years	1	0	0	34	60	0,0	5	100
30-39 years	0	0	0	28	65	0,4	6	100
40-49 years	3	1	0	18	68	0,0	9	100
50-59 years	5	2	1	18	58	0,3	16	100
60-69 years	13	1	2	4	55	0,0	24	100
70-79 years	21	3	1	7	34	0,0	35	100
80-85 years	22	4	0	0	16	0,0	57	100
EDUCATION								
Low education	14	2	2	13	39	0,3	29	100
Medium low education	5	2	0	25	57	0,2	10	100
Medium high education	3	1	0	19	65	0,0	12	100
High education	3	0	0	16	69	0,0	11	100
CLASS								
Working class	8	2	1	24	48	0,1	16	100
Service sector	6	1	0	15	63	0,0	15	100
Academic	4	0	0	16	71	0,0	9	100
Entrepreneur	6	2	0	22	54	0,0	16	100
OCCUPATION								
Gainfully employed	2	1	0	22	63	0,2	11	100
Unemployed	2	5	0	15	70	0,0	9	100
Retired	21	3	1	5	37	0,0	34	100
Early retirement/sick	7	2	4	14	53	0,0	21	100
Student	2	1	1	31	60	0,0	5	100
HOME ENVIRONMENT								
Rural housing	6	3	1	21	50	0,0	20	100
Township	6	2	1	24	56	0,3	11	100
Town/suburb	7	1	1	18	57	0,0	16	100
City	7	2	1	13	65	0,4	13	100
ORIGION								
Ethnic Swede	6	2	1	19	57	0,1	16	100
First generation immigrant	8	1	0	22	60	0,0	9	100
Second generation immigrant	4	1	1	23	67	0,0	5	100
CINEMA HABITS								
Never	13	2	1	16	36	0,0	31	100
Sporadic	4	1	0	21	67	0,0	7	100
Often	1	2	1	19	72	1,2	4	100

Best movie medium – Most comfortable 2005 (percent)

	General TV channels	Movie channels	VCR	DVD	Cinema	Internet	Don't know	Total
Everyone	36	7	7	31	9	1,1	9	100
SEX								
Women	38	6	8	30	8	0,5	10	100
Men	34	9	5	32	9	1,9	9	100
AGE								
15-19 years	15	6	3	57	14	0,0	6	100
20-29 years	15	5	4	59	7	7,1	3	100
30-39 years	23	5	9	49	8	1,1	5	100
40-49 years	32	12	6	34	11	0,0	5	100
50-59 years	39	11	6	21	12	0,3	11	100
60-69 years	55	6	11	9	8	0,0	11	100
70-79 years	62	5	7	4	3	0,0	19	100
80-85 years	58	2	0	0	0	0,0	40	100
EDUCATION								
Low education	46	7	7	17	8	0,3	16	100
Medium low education	30	9	7	37	9	1,2	7	100
Medium high education	33	6	6	38	8	1,8	7	100
High education	39	6	7	30	11	1,2	5	100
CLASS								
Working class	32	9	8	32	8	1,2	10	100
Service sector	45	5	6	27	9	0,2	8	100
Academic	34	7	6	34	10	2,3	6	100
Entrepreneur	33	10	3	34	11	0,8	8	100
OCCUPATION								
Gainfully employed	31	10	6	35	10	0,9	6	100
Unemployed	27	3	6	52	6	0,0	6	100
Retired	63	4	7	5	3	0,0	19	100
Early retirement/sick	43	7	12	17	10	0,0	10	100
Student	15	5	4	54	11	4,4	7	100
HOME ENVIRONMENT								
Rural housing	33	11	7	27	8	0,0	13	100
Township	36	7	8	32	10	1,0	7	100
Town/suburb	38	6	6	31	9	1,1	9	100
City	33	7	7	35	7	2,3	8	100
ORIGION								
Ethnic Swede	37	7	7	31	9	1,0	9	100
First generation immigrant	32	7	8	34	9	1,8	8	100
Second generation immigrant	29	7	7	39	8	3,7	6	100
CINEMA HABITS								
Never	44	9	7	19	4	0,2	18	100
Sporadic	33	8	7	37	10	1,3	5	100
Often	28	4	4	39	20	2,4	4	100

Best movie medium – Best to watch together with others 2005 (percent)

	General TV channels	Movie channels	VCR	DVD	Cinema	Internet	Don't know	Total
Everyone	16	3	8	31	28	0,1	14	100
SEX								
Women	16	3	9	30	29	0,0	13	100
Men	16	3	6	32	27	0,2	15	100
AGE								
15-19 years	2	2	4	63	26	0,0	2	100
20-29 years	3	0	7	64	23	0,5	3	100
30-39 years	6	3	7	46	32	0,0	6	100
40-49 years	11	5	7	34	35	0,0	8	100
50-59 years	19	5	7	18	31	0,3	19	100
60-69 years	31	4	12	8	25	0,0	21	100
70-79 years	33	1	9	5	21	0,0	32	100
80-85 years	29	0	8	0	13	0,0	50	100
EDUCATION								
Low education	24	3	11	19	20	0,3	23	100
Medium low education	12	4	7	36	30	0,0	11	100
Medium high education	15	2	7	36	28	0,0	12	100
High education	15	3	7	31	33	0,0	10	100
CLASS								
Working class	15	4	9	33	24	0,0	14	100
Service sector	20	3	7	26	29	0,0	15	100
Academic	13	3	6	34	34	0,0	9	100
Entrepreneur	17	3	8	27	33	0,0	13	100
OCCUPATION								
Gainfully employed	12	4	7	35	31	0,1	11	100
Unemployed	12	3	6	47	24	0,0	8	100
Retired	34	1	9	4	20	0,0	30	100
Early retirement/sick	24	0	15	20	20	0,0	20	100
Student	3	1	7	60	26	0,0	3	100
HOME ENVIRONMENT								
Rural housing	15	5	5	26	30	0,0	20	100
Township	17	2	9	33	27	0,3	12	100
Town/suburb	17	3	7	32	26	0,0	15	100
City	14	3	11	29	32	0,0	10	100
ORIGION								
Ethnic Swede	16	3	8	31	27	0,1	15	100
First generation immigrant	17	2	7	33	33	0,0	8	100
Second generation immigrant	11	2	6	39	39	0,0	3	100
CINEMA HABITS								
Never	25	4	10	19	14	0,0	28	100
Sporadic	12	2	7	37	34	0,0	8	100
Often	6	3	6	39	42	0,6	4	100

Opinion –Really good movies I want to see in a cinema 2005 (percent)

	Very true	Fairly true	Not very true	Not at all true	I have no opinion	Sum percent	Percent-balance
Everyone	48	27	9	4	12	100	62
SEX							
Women	51	25	9	3	11	100	64
Men	43	29	9	5	14	100	59
AGE							
15-19 years	59	33	7	2	1	100	83
20-29 years	58	25	8	5	4	100	70
30-39 years	57	27	9	3	4	100	72
40-49 years	54	31	8	4	4	100	73
50-59 years	47	27	8	4	14	100	62
60-69 years	39	27	14	5	15	100	45
70-79 years	25	26	7	6	35	100	38
80-85 years	24	15	5	2	55	100	31
EDUCATION							
Low education	34	23	10	5	28	100	43
Medium low education	51	28	9	4	8	100	66
Medium high education	50	30	8	4	8	100	67
High education	56	29	8	3	4	100	73
CLASS							
Working class	45	26	9	6	15	100	56
Service sector	47	29	10	3	12	100	63
Academic	58	30	8	3	2	100	76
Entrepreneur	49	20	14	4	13	100	51
OCCUPATION							
Gainfully employed	53	29	8	4	7	100	70
Unemployed	49	26	15	3	7	100	57
Retired	29	27	9	6	30	100	41
Early retirement/sick	31	15	20	8	26	100	18
Student	59	28	8	3	2	100	76
HOME ENVIRONMENT							
Rural housing	43	27	11	5	13	100	54
Township	43	31	9	3	14	100	63
Town/suburb	49	26	9	5	12	100	61
City	55	26	7	3	8	100	71
ORIGION							
Ethnic Swede	47	28	9	4	12	100	62
First generation immigrant	55	21	9	4	11	100	63
Second generation immigrant	59	20	9	5	7	100	66
CINEMA HABITS							
Never	25	21	13	8	32	100	25
Sporadic	56	32	8	2	2	100	78
Often	79	18	1	1	1	100	95

Comment: Percent-balance is calculated by subtracting the percentage that does not agree with the opinion from the percentage that agrees.

	Very true	Fairly true	Not very true	Not at all true	I have no opinion	Sum percent	Percent-balance
Everyone	6	19	34	25	17	100	-34
SEX							
Women	5	20	31	29	14	100	-35
Men	6	18	36	21	19	100	-33
AGE							
15-19 years	2	19	47	30	3	100	-56
20-29 years	6	30	40	20	4	100	-23
30-39 years	4	18	41	32	5	100	-51
40-49 years	5	19	39	31	6	100	-46
50-59 years	4	12	36	30	18	100	-50
60-69 years	9	19	23	22	27	100	-17
70-79 years	11	18	17	10	45	100	3
80-85 years	6	17	8	8	62	100	8
EDUCATION							
Low education	7	15	24	19	35	100	-20
Medium low education	5	20	40	23	12	100	-38
Medium high education	5	19	35	31	10	100	-41
High education	4	21	34	32	8	100	-40
CLASS							
Working class	5	19	32	24	20	100	-33
Service sector	9	19	34	23	16	100	-29
Academic	5	23	36	31	5	100	-39
Entrepreneur	4	19	33	29	15	100	-38
OCCUPATION							
Gainfully employed	4	17	39	31	9	100	-48
Unemployed	9	22	34	21	13	100	-24
Retired	10	18	18	12	42	100	-1
Early retirement/sick	7	18	30	15	31	100	-20
Student	2	21	46	26	5	100	-48
HOME ENVIRONMENT							
Rural housing	4	18	32	27	19	100	-38
Township	5	18	34	23	20	100	-34
Town/suburb	5	19	36	25	15	100	-37
City	10	22	29	26	13	100	-23
ORIGION							
Ethnic Swede	6	18	34	25	16	100	-36
First generation immigrant	6	22	32	25	15	100	-30
Second generation immigrant	4	22	38	29	8	100	-41
CINEMA HABITS							
Never	9	17	20	13	41	100	-7
Sporadic	4	20	41	30	5	100	-47
Often	5	17	38	38	1	100	-54

Comment: Percent-balance is calculated by subtracting the percentage that does not agree with the opinion from the percentage that agrees.

	Very true	Fairly true	Not very true	Not at all true	I have no opinion	Sum percent	Percent-balance
Everyone	6	18	29	21	25	100	-26
SEX							
Women	6	17	29	24	25	100	-31
Men	6	20	29	18	26	100	-21
AGE							
15-19 years	2	13	44	21	19	100	-50
20-29 years	5	15	44	25	11	100	-50
30-39 years	5	23	33	27	12	100	-31
40-49 years	13	22	29	23	14	100	-18
50-59 years	5	18	26	28	22	100	-31
60-69 years	3	21	24	16	36	100	-16
70-79 years	8	13	15	5	59	100	1
80-85 years	0	6	6	4	84	100	-4
EDUCATION							
Low education	5	16	17	16	45	100	-12
Medium low education	6	18	34	18	23	100	-28
Medium high education	4	19	33	27	17	100	-37
High education	7	22	30	27	14	100	-28
CLASS							
Working class	5	16	28	21	30	100	-28
Service sector	7	21	29	20	22	100	-21
Academic	6	26	34	24	11	100	-26
Entrepreneur	7	14	27	24	28	100	-30
OCCUPATION							
Gainfully employed	7	21	30	26	16	100	-29
Unemployed	8	17	38	20	17	100	-33
Retired	5	16	17	8	54	100	-4
Early retirement/sick	7	23	11	20	39	100	-2
Student	3	14	46	21	16	100	-51
HOME ENVIRONMENT							
Rural housing	6	14	23	24	34	100	-27
Township	6	15	31	19	28	100	-29
Town/suburb	6	18	31	22	23	100	-29
City	6	28	28	19	18	100	-13
ORIGION							
Ethnic Swede	6	17	30	21	25	100	-28
First generation immigrant	7	25	26	20	21	100	-13
Second generation immigrant	6	33	26	24	11	100	-11
CINEMA HABITS							
Never	4	14	15	11	55	100	-9
Sporadic	7	21	35	26	11	100	-34
Often	6	21	40	28	5	100	-41

Comment: Percent-balance is calculated by subtracting the percentage that does not agree with the opinion from the percentage that agrees.

28 Opinion – There are too few good movies at the cinema. (percent)

	Very true	Fairly true	Not very true	Not at all true	I have no opinion	Sum percent	Percent-balance
Everyone	7	19	31	18	25	100	-23
SEX							
Women	7	21	30	20	22	100	-22
Men	6	17	32	16	29	100	-25
AGE							
15-19 years	14	25	35	19	8	100	-15
20-29 years	11	31	37	14	7	100	-9
30-39 years	5	20	39	21	15	100	-34
40-49 years	5	19	38	23	15	100	-37
50-59 years	4	16	30	21	29	100	-32
60-69 years	7	13	25	17	37	100	-23
70-79 years	4	18	14	8	55	100	-1
80-85 years	6	10	4	4	76	100	8
EDUCATION							
Low education	7	12	22	14	45	100	-17
Medium low education	8	20	33	19	21	100	-24
Medium high education	5	23	34	20	17	100	-27
High education	6	23	35	20	16	100	-26
CLASS							
Working class	7	19	29	16	29	100	-19
Service sector	6	15	33	20	26	100	-32
Academic	7	27	35	20	11	100	-21
Entrepreneur	4	16	31	28	22	100	-38
OCCUPATION							
Gainfully employed	5	20	36	21	19	100	-33
Unemployed	11	24	32	14	20	100	-11
Retired	6	16	16	11	52	100	-4
Early retirement/sick	3	7	20	25	45	100	-35
Student	13	29	35	15	8	100	-8
HOME ENVIRONMENT							
Rural housing	4	17	30	19	30	100	-28
Township	7	17	32	16	27	100	-24
Town/suburb	7	21	29	19	24	100	-19
City	6	20	35	19	20	100	-29
ORIGION							
Ethnic Swede	6	18	31	18	26	100	-25
First generation immigrant	9	26	33	16	16	100	-15
Second generation immigrant	11	23	36	18	13	100	-21
CINEMA HABITS							
Never	5	12	18	11	54	100	-12
Sporadic	7	22	37	22	11	100	-30
Often	9	25	38	20	7	100	-24

Comment: Percent-balance is calculated by subtracting the percentage that does not agree with the opinion from the percentage that agrees.

Opinion – Going to the cinema is a way to spend time with friends. 2005 (percent)

	Very true	Fairly true	Not very true	Not at all true	I have no opinion	Sum percent	Percent-balance
Everyone	16	40	17	11	16	100	28
SEX							
Women	18	40	16	11	14	100	30
Men	14	40	17	10	18	100	26
AGE							
15-19 years	29	45	19	2	4	100	52
20-29 years	20	40	23	14	3	100	23
30-39 years	19	50	17	9	5	100	43
40-49 years	17	51	16	10	6	100	42
50-59 years	14	37	19	13	18	100	20
60-69 years	11	33	16	14	25	100	14
70-79 years	8	28	8	11	46	100	16
80-85 years	12	10	8	8	63	100	6
EDUCATION							
Low education	12	31	14	10	34	100	20
Medium low education	18	41	18	10	12	100	31
Medium high education	17	42	19	12	11	100	29
High education	16	46	16	14	7	100	32
CLASS							
Working class	16	39	18	8	19	100	28
Service sector	15	38	18	14	15	100	21
Academic	15	50	16	13	7	100	37
Entrepreneur	23	35	14	13	15	100	32
OCCUPATION							
Gainfully employed	15	45	18	12	10	100	30
Unemployed	31	31	18	10	9	100	34
Retired	10	26	12	11	42	100	12
Early retirement/sick	13	37	12	12	27	100	27
Student	24	46	21	5	4	100	44
HOME ENVIRONMENT							
Rural housing	19	35	16	11	19	100	26
Township	14	42	16	9	19	100	31
Town/suburb	15	39	17	12	16	100	25
City	20	42	18	10	10	100	34
ORIGION							
Ethnic Swede	15	40	17	11	16	100	28
First generation immigrant	21	39	17	11	12	100	32
Second generation immigrant	21	41	18	11	9	100	33
CINEMA HABITS							
Never	10	28	11	11	40	100	15
Sporadic	18	46	20	12	4	100	31
Often	28	47	16	6	3	100	53

Comment: Percent-balance is calculated by subtracting the percentage that does not agree with the opinion from the percentage that agrees.

30 Opinion – Movies are best seen at the cinema. 2005 (percent)

	Very true	Fairly true	Not very true	Not at all true	I have no opinion	Sum percent	Percent-balance
Everyone	40	30	10	6	13	100	53
SEX							
Women	41	29	11	7	12	100	53
Men	39	31	10	6	14	100	54
AGE							
15-19 years	31	40	15	12	2	100	44
20-29 years	38	33	15	9	5	100	48
30-39 years	51	31	8	5	5	100	69
40-49 years	44	35	10	6	4	100	63
50-59 years	44	27	10	5	14	100	56
60-69 years	36	30	10	6	18	100	50
70-79 years	30	20	8	7	35	100	36
80-85 years	18	10	10	2	61	100	16
EDUCATION							
Low education	31	23	10	7	28	100	37
Medium low education	40	32	11	7	9	100	54
Medium high education	45	31	9	6	8	100	61
High education	45	34	11	5	5	100	63
CLASS							
Working class	38	29	11	7	16	100	49
Service sector	42	29	11	6	12	100	54
Academic	48	36	8	4	4	100	71
Entrepreneur	38	31	11	9	12	100	48
OCCUPATION							
Gainfully employed	45	33	9	5	7	100	64
Unemployed	48	27	7	9	9	100	58
Retired	29	23	8	6	33	100	38
Early retirement/sick	28	22	15	10	25	100	25
Student	34	35	18	9	4	100	44
HOME ENVIRONMENT							
Rural housing	36	30	11	6	17	100	48
Township	39	31	9	8	12	100	52
Town/suburb	41	30	11	6	13	100	54
City	44	31	10	6	10	100	59
ORIGION							
Ethnic Swede	40	31	10	6	13	100	55
First generation immigrant	42	26	15	8	10	100	45
Second generation immigrant	41	30	17	5	6	100	49
CINEMA HABITS							
Never	24	23	10	9	34	100	27
Sporadic	46	35	11	6	3	100	64
Often	62	27	6	3	2	100	80

Comment: Percent-balance is calculated by subtracting the percentage that does not agree with the opinion from the percentage that agrees.

Opinion – There are too many american movies at the cinema. 2005 (percent)

	Very true	Fairly tru	Not very true	Not at all true	I have no opinion	Sum percent	Percent-balance
Everyone	13	24	23	14	26	100	-1
SEX							
Women	12	25	24	14	26	100	0
Men	13	23	23	15	26	100	-2
AGE							
15-19 years	9	16	27	32	15	100	-35
20-29 years	19	23	27	21	10	100	-7
30-39 years	12	27	31	15	15	100	-6
40-49 years	11	29	26	16	18	100	-3
50-59 years	12	24	23	13	27	100	0
60-69 years	12	26	19	6	37	100	13
70-79 years	15	17	12	6	51	100	14
80-85 years	9	9	6	2	74	100	11
EDUCATION							
Low education	10	15	20	11	44	100	-6
Medium low education	10	22	26	19	22	100	-13
Medium high education	18	29	23	13	18	100	10
High education	16	33	23	10	18	100	16
CLASS							
Working class	10	21	24	15	29	100	-9
Service sector	13	27	20	13	27	100	8
Academic	22	34	24	11	9	100	20
Entrepreneur	12	15	26	20	26	100	-19
OCCUPATION							
Gainfully employed	12	26	27	14	21	100	-4
Unemployed	19	25	24	13	18	100	7
Retired	13	20	11	5	50	100	16
Early retirement/sick	7	17	17	23	37	100	-17
Student	16	25	23	24	13	100	-6
HOME ENVIRONMENT							
Rural housing	10	21	20	15	35	100	-5
Township	10	22	26	16	27	100	-10
Town/suburb	14	25	22	14	25	100	3
City	17	28	26	11	18	100	8
ORIGION							
Ethnic Swede	11	23	24	14	27	100	-3
First generation immigrant	22	28	21	13	15	100	16
Second generation immigrant	17	30	23	15	15	100	9
CINEMA HABITS							
Never	10	15	16	10	50	100	-2
Sporadic	13	28	27	16	15	100	-2
Often	19	28	26	18	9	100	4

Comment: Percent-balance is calculated by subtracting the percentage that does not agree with the opinion from the percentage that agrees.

32 Share of population that has downloaded movies from the internet 2005 (percent)

Among everyone	Percent
Never use the internet	20
Never	68
At least once in the past year	13
<i>Number of answers</i>	1694

Among internet users	Percent
Never	84
At least once in the past year	16
<i>Number of answers</i>	1356

Among internet users in different groups	Percent
SEX	
Women	9
Men	23
AGE	
15-29 years	37
30-49 years	15
50-64 years	3
65-85 years	2
EDUCATION	
Low education	11
Medium low education	20
Medium high education	18
High education	10

33 Share of women and men of different ages that at least once in the past 12 months have downloaded movies from the internet 2005 (percent)

	15-29 years	30-49 years	50-64 years	65-85 years
Women	22	7	1	0
Men	57	25	4	3

34 Increased/decreased as a result of internet use – visits to the cinema, among downloaders and non-downloaders 2005 (percent)

	Increased a lot	Increased some	Neither	Decreased some	Decreased a lot	Percent-balance
Non-downloaders	0	2	88	5	5	-8
Downloaders	1	6	63	17	13	-24

35 Share that frequently watches movies through different viewing windows among downloaders and non-downloaders. 2005 (percent)

	<i>General TV-channels</i>	<i>Movie channels</i>	<i>DVD/VCR</i>	<i>At the cinema</i>	<i>On the internet</i>
Non-downloaders	53	25	24	9	8
Downloaders	60	32	49	18	61

Comment: Frequently means at least once a week for general TV channels, movie channels and DVD/VCR., For the cinema it means at least once a month and for the internet it means at least once a year.

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