

**SND** Svensk Nationell Datatjänst



## **Swedish media supply 2015**

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**GÖTEBORGS  
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# Metadata Production

|                         |                               |
|-------------------------|-------------------------------|
| <b>Metadata</b>         | Swedish national data service |
| <b>Producer(s):</b>     |                               |
| <b>Production Date:</b> | June 14 2017                  |
| <b>Identification:</b>  | SND1026-001                   |

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## Swedish media supply 2015

### *Svenskt medieutbud 2015*

#### Overview

**Identification** SND1026-001

#### Abstract

The study "Swedish TV supply" is conducted annually since 1998. Since 2012, except for the TV channels SVT1, SVT2, Barnkanalen (the Children Channel), SVT24, Kunskapskanalen (the Knowledge Channel), TV3, TV4, Kanal 5, TV6, Sjuan (Seven), TV8 and the UR program of SVT1 and SVT2, programme of the Swedish Radio (P1, P2, P3, P4 Göteborg, P4 Kristianstad, Radio Rix och Mix Megapol) as well as the play services of some TV channels (SVT play, TV4 play, TV3 play and Kanal 5 play) have been examined. The new name of the study is therefore "Swedish media supply". The examination of the programs offered on TV is designed to answer five questions: (1) What is the range of supply in the television channels during the program year 2015? (2) What similarities and differences between the television channels' program profiles? (3) What are the programs offered for specific groups: children, youth, minorities and the disabled? (4) How has variety of programmes developed over time? (5) And how is diversity manifested in Swedish television? The study is based in principle on the information about TV programme from television channels. The programs are classified using this information and starting from a predefined coding scheme. The radio supply has been coded based on the same principles as the TV supply, even if the classification of the programmes has been adapted to the radio. The aim of the examination of play services (SVT play, TV4 play, TV3 play and Kanal 5 play) is primarily to compare the supply of the TV channel and its respective play service during the same sample week.

**Kind of Data** Coded textual

**Unit of Analysis** Event/process

Radio and TV programme

#### Scope & Coverage

**Keywords** television channels, television programmes, radio programmes

**Topics** INFORMATION AND COMMUNICATION, mass media, Social Sciences, Media Studies

**Countries** Sweden

#### Universe

Program i svenska radio och tv-kanaler under 2015

#### Producers & Sponsors

**Primary Investigator(s)** Asp, KentUniversity of Gothenburg, Department of Journalism Media and Communication

**Other Producer(s)** University of Gothenburg, Department of Journalism Media and Communication

**Funding Agency/ies** The Swedish Broadcasting Authority

#### Sampling

##### Sampling Procedure

The survey is based on programs broadcast on SVT1, SVT2, SVT24, Barnkanalen (Children Channel), Kunskapskanalen (the Knowledge Channel), TV4, Sjuan (Channel Seven), TV3, Kanal 5, TV6 and TV8 during 12 weeks in 2015. The selection of weeks was independent and random, stratified by season. For the period January - May and September to December (peak season) 9 weeks were examined (week 3, 12, 15, 16, 19, 37, 42, 45, 48) and

for the period June - August 3 weeks were examined (week 25, 29 and 35). The survey of radio programme is based on the same weeks, while the survey of play services is based on 8 weeks: 15, 16, 19, 25, 35, 37, 42, 45 and 48.

Probability sample: Stratified sample

Probability sample: Simple random sample

## Accessibility

|                       |                               |
|-----------------------|-------------------------------|
| <b>Distributor(s)</b> | Swedish National Data Service |
|-----------------------|-------------------------------|

## File Description(s)

Dataset contains 1 file(s)

### GN 2015 Play

Cases 2730

Variable(s) 18

# Variables List

Dataset contains 18 variable(s)

## File GN 2015 Play

|    | Name                             | Label                                                                             | Question |
|----|----------------------------------|-----------------------------------------------------------------------------------|----------|
| 1  | <a href="#">SND_studie</a>       | SND-studie 1026                                                                   | -        |
| 2  | <a href="#">SND_dataset..</a>    | SND-dataset 1026-002                                                              | -        |
| 3  | <a href="#">SND_version ..</a>   | SND-version 1.0                                                                   | -        |
| 4  | <a href="#">ar</a>               | År                                                                                | -        |
| 5  | <a href="#">vecka</a>            | Vecka                                                                             | -        |
| 6  | <a href="#">dag</a>              | Veckodag                                                                          | -        |
| 7  | <a href="#">langd2</a>           | Längd/effektiv                                                                    | -        |
| 8  | <a href="#">kanal</a>            | Kanal                                                                             | -        |
| 9  | <a href="#">land</a>             | Produktionsland                                                                   | -        |
| 10 | <a href="#">anpassat</a>         | Anpassning till funktionshindrade                                                 | -        |
| 11 | <a href="#">kategori</a>         | Programkategori                                                                   | -        |
| 12 | <a href="#">typ</a>              | Sändningstyp                                                                      | -        |
| 13 | <a href="#">GenreSVT</a>         |                                                                                   | -        |
| 14 | <a href="#">play</a>             | Play                                                                              | -        |
| 15 | <a href="#">FUS</a>              |                                                                                   | -        |
| 16 | <a href="#">Land2</a>            |                                                                                   | -        |
| 17 | <a href="#">Programomrden ..</a> |                                                                                   | -        |
| 18 | <a href="#">filter_\$</a>        | kanal = 3   kanal = 4   kanal = 5   kanal = 6  <br>kanal = 7   kanal = 8 (FILTER) | -        |

# Variables Description

Dataset contains 18 variable(s)

## File : GN 2015 Play

### SND\_studie: SND-studie 1026

| Value | Label | Cases | Percentage |
|-------|-------|-------|------------|
| 1026  |       | 2730  | 100.0%     |

**Information:** Type: discrete, Format: numeric, Missing: \*

**Statistics (NW/ W):** Valid: (2730 / -) Invalid: (0 / -)

### SND\_dataset: SND-dataset 1026-002

| Value | Label | Cases | Percentage |
|-------|-------|-------|------------|
| 2     |       | 2730  | 100.0%     |

**Information:** Type: discrete, Format: numeric, Missing: \*

**Statistics (NW/ W):** Valid: (2730 / -) Invalid: (0 / -)

### SND\_version: SND-version 1.0

| Value | Label | Cases | Percentage |
|-------|-------|-------|------------|
| 1     |       | 2730  | 100.0%     |

**Information:** Type: discrete, Format: numeric, Missing: \*

**Statistics (NW/ W):** Valid: (2730 / -) Invalid: (0 / -)

### ar: År

**Definition:** År

| Value   | Label | Cases | Percentage |
|---------|-------|-------|------------|
| 2       | 2002  | 0     |            |
| 14      |       | 1     | 0.0%       |
| 15      |       | 2722  | 99.9%      |
| 16      |       | 2     | 0.1%       |
| Sysmiss |       | 5     |            |

**Information:** Type: discrete, Format: numeric, Range: 2-2, Missing: \*

**Statistics (NW/ W):** Valid: (2725 / -) Invalid: (5 / -)

### vecka: Vecka

**Definition:** Vecka

**Information:** Type: continuous, Format: numeric, Range: 1-48, Missing: \*

**Statistics (NW/ W):** Valid: (2725 / -) Invalid: (5 / -) Mean: (31.38 / -) StdDev: (12.199 / -)

## File : GN 2015 Play

### vecka: Vecka

### dag: Veckodag

**Definition:** Veckodag

| Value   | Label   | Cases | Percentage |
|---------|---------|-------|------------|
| 1       | måndag  | 541   | 19.9%      |
| 2       | tisdag  | 417   | 15.3%      |
| 3       | onsdag  | 437   | 16.0%      |
| 4       | torsdag | 415   | 15.2%      |
| 5       | fredag  | 325   | 11.9%      |
| 6       | lördag  | 281   | 10.3%      |
| 7       | söndag  | 308   | 11.3%      |
| Sysmiss |         | 6     |            |

**Information:** Type: discrete, Format: numeric, Range: 1-7, Missing: \*

**Statistics (NW/ W):** Valid: (2724 / -) Invalid: (6 / -)

### langd2: Längd/effektiv

**Definition:** Programlängden i minuter utifrån uppgifter från MMS. VNA (Viasat Nature/Action) och TV8 redovisas ej eftersom MMS-siffror saknas för dessa kanaler. Sekunder avrundas enligt gängse avrundningsprinciper.

**Information:** Type: continuous, Format: numeric, Range: 0-811, Missing: \*

**Statistics (NW/ W):** Valid: (2725 / -) Invalid: (5 / -) Mean: (34.48 / -) StdDev: (22.667 / -)

### kanal: Kanal

**Definition:** Utbildningsradion (UR) kodas enligt ett särskilt kodschema (se punkt 2 i publikationen).

| Value   | Label   | Cases | Percentage |
|---------|---------|-------|------------|
| 1       | SVT1    | 0     |            |
| 2       | SVT2    | 0     |            |
| 3       | TV3     | 0     |            |
| 4       | TV4     | 0     |            |
| 5       | Kanal 5 | 0     |            |
| 6       | TV6     | 0     |            |
| 7       | ZTV     | 0     |            |
| 8       | TV8     | 0     |            |
| 9       | UR      | 0     |            |
| 51      |         | 1128  | 41.4%      |
| 53      |         | 267   | 9.8%       |
| 54      |         | 1254  | 46.0%      |
| 55      |         | 76    | 2.8%       |
| Sysmiss |         | 5     |            |

**Information:** Type: discrete, Format: numeric, Range: 1-9, Missing: \*

## File : GN 2015 Play

### kanal: Kanal

Statistics (NW/ W): Valid: (2725 / -) Invalid: (5 / -)

### land: Produktionsland

**Definition:** Utländska programproduktioner kodas på det land som anges i tablå och/eller programinformationen. I de fall där fler än ett land anges eller där det rör sig om en utländsk samproduktion kodas det land som står först. Samproduktioner kodas när detta anges i tablå eller i programinformation från respektive kanal. Vad gäller kodningen till olika länder bör noteras att Israel kodas till Övriga Västeuropa och att vi skiljer på Norra Afrika (Marocko, Algeriet, Tunisien, Egypten, etc.) och Afrika söder om Sahara. Värdet övrigt/okänt används när programmet av någon annan anledning är omöjligt att placera in under ett visst värde eller informationen inte funnits med i tablå. När det gäller sport så har den kodats efter vilket land den utspelar sig i. Alltså var produktionslandet för sändningarna från OS 2014 Ryssland.

| Value   | Label                   | Cases | Percentage |
|---------|-------------------------|-------|------------|
| 1       | Sverige                 | 1451  | 53.2%      |
| 2       | Sverige-format          | 0     |            |
| 3       | Sverige-nordisk samprod | 5     | 0.2%       |
| 4       | Sverige-intern samprod  | 3     | 0.1%       |
| 5       | Danmark                 | 48    | 1.8%       |
| 6       | Norge                   | 58    | 2.1%       |
| 7       | Finland                 | 19    | 0.7%       |
| 8       | Island                  | 1     | 0.0%       |
| 9       | Storbritannien          | 416   | 15.3%      |
| 10      | Tyskland                | 6     | 0.2%       |
| 11      | Frankrike               | 27    | 1.0%       |
| 12      | Övriga Västeuropa       | 10    | 0.4%       |
| 13      | Östra Europa            | 1     | 0.0%       |
| 14      | Ryssland                | 0     |            |
| 15      | USA                     | 465   | 17.1%      |
| 16      | Kanada                  | 2     | 0.1%       |
| 17      | Latinamerika            | 13    | 0.5%       |
| 18      | Afrika söder om Sahara  | 0     |            |
| 19      | Norra Afrika            | 0     |            |
| 20      | Japan                   | 0     |            |
| 21      | Kina                    | 0     |            |
| 22      | Indien                  | 0     |            |
| 23      | Övriga Asien            | 0     |            |
| 24      | Australien/Nya Zeeland  | 42    | 1.5%       |
| 25      | Övrigt/okänt            | 158   | 5.8%       |
| Sysmiss |                         | 5     |            |

**Information:** Type: discrete, Format: numeric, Range: 1-1515, Missing: \*

Statistics (NW/ W): Valid: (2725 / -) Invalid: (5 / -)

### anpassat: Anpassning till funktionshindre

**Definition:** Programmet kodas som textat respektive teckentolkning när detta anges i tablå och/eller programinformation. Variabeln gäller anpassning till funktionsnedsatta och med textade program avses pro gram som anpassats för hörselskadade – d.v.s. svenska program med svensk

## File : GN 2015 Play

### anpassat: Anpassning till funktionshinder

textning – och inte vanlig svensk översättning av utländska program. Fr.o.m. 2005 har vi infört en kod för dold textning, d.v.s. textning man får fram via text-tv och denna textning är den som uteslutande används (förutom inom UR).

| Value   | Label          | Cases | Percentage |
|---------|----------------|-------|------------|
| 0       | ej tillämpligt | 2170  | 79.6%      |
| 1       | textat         | 2     | 0.1%       |
| 2       | tecken         | 28    | 1.0%       |
| 3       |                | 525   | 19.3%      |
| Sysmiss |                | 5     |            |

**Information:** Type: discrete, Format: numeric, Range: 0-2, Missing: \*

**Statistics (NW/ W):** Valid: (2725 / -) Invalid: (5 / -)

### kategori: Programkategori

**Definition:** Ett återkommande program med en viss ram men med ett innehåll som varierar olika dagar eller veckor kodas alltid under samma kategori om inte innehållet specificerats så att programmet kan delas in i flera olika delprogram.

| Value | Label                                      | Cases | Percentage |
|-------|--------------------------------------------|-------|------------|
| 100   | Nyheter och väder                          | 0     |            |
| 101   | Morgonnyheter                              | 169   | 6.2%       |
| 102   | Dagnyheter                                 | 14    | 0.5%       |
| 103   | Kvällsnyheter                              | 119   | 4.4%       |
| 104   | Nattnyheter                                | 0     |            |
| 105   | SVT24                                      | 0     |            |
| 111   | Morgonekonomi                              | 0     |            |
| 112   | Dagekonomi                                 | 0     |            |
| 113   | Kvällsekonomi                              | 22    | 0.8%       |
| 114   | Nattekonomi                                | 0     |            |
| 120   | Kulturnyheter                              | 0     |            |
| 200   | Fakta                                      | 33    | 1.2%       |
| 201   | Fakta/samhälle                             | 23    | 0.8%       |
| 202   | Debatt                                     | 11    | 0.4%       |
| 203   | Dokumentär                                 | 21    | 0.8%       |
| 204   | Intervju                                   | 9     | 0.3%       |
| 205   | Magasin                                    | 23    | 0.8%       |
| 206   | Granskning                                 | 15    | 0.6%       |
| 207   | Anslagstavlan                              | 1     | 0.0%       |
| 208   | Dokumentär, annat nordiskt land            | 33    | 1.2%       |
| 209   | Dokumentär, europeiskt land utanför Norden | 0     |            |
| 210   | Dokumentär, land utanför Europa            | 0     |            |
| 211   | Fakta/kultur                               | 22    | 0.8%       |
| 212   | Fa/dans                                    | 6     | 0.2%       |
| 213   | Fa/musik                                   | 13    | 0.5%       |
| 214   | Fa/Film                                    | 2     | 0.1%       |

## File : GN 2015 Play

## kategori: Programkategori

| Value | Label                 | Cases | Percentage |
|-------|-----------------------|-------|------------|
| 215   | Fa/litteratur         | 16    | 0.6%       |
| 216   | Fa/konst              | 8     | 0.3%       |
| 217   | Fa/teater             | 3     | 0.1%       |
| 218   | Massmedier            | 0     |            |
| 219   | Musik, rock/pop       | 12    | 0.4%       |
| 220   | Arkitektur/design     | 43    | 1.6%       |
| 221   | Fakta/natur&vetenskap | 5     | 0.2%       |
| 222   | Vetenskap/teknik      | 28    | 1.0%       |
| 223   | Natur                 | 61    | 2.2%       |
| 224   | Miljö                 | 3     | 0.1%       |
| 225   | IT                    | 2     | 0.1%       |
| 226   | Medicin/hälsa         | 55    | 2.0%       |
| 227   | Historia              | 71    | 2.6%       |
| 231   | Fakta vardag          | 2     | 0.1%       |
| 232   | Konsument             | 7     | 0.3%       |
| 233   | Motor                 | 1     | 0.0%       |
| 234   | Resor                 | 21    | 0.8%       |
| 235   | Mode                  | 3     | 0.1%       |
| 236   | Trädgård              | 17    | 0.6%       |
| 237   | Privatekonomi         | 0     |            |
| 238   | Hem&hushåll           | 12    | 0.4%       |
| 239   | Fakta husdjur         | 15    | 0.6%       |
| 240   |                       | 2     | 0.1%       |
| 241   | Fakta/religion        | 8     | 0.3%       |
| 250   | Samtalsprogram        | 0     |            |
| 301   | Upplevelsprogram      | 0     |            |
| 302   | Teater/trad           | 1     | 0.0%       |
| 303   | Teater/revy           | 1     | 0.0%       |
| 304   | Und/opera             | 0     |            |
| 305   | Und/dans              | 4     | 0.1%       |
| 311   | Und/musik             | 11    | 0.4%       |
| 312   | Und/konsert/trad      | 6     | 0.2%       |
| 313   | Und/konsert/pop       | 6     | 0.2%       |
| 314   | Und/musikvideo        | 0     |            |
| 315   | Und/topplista         | 0     |            |
| 321   | Förströelse/nöje      | 33    | 1.2%       |
| 322   | Estrad/sketch/stå-upp | 16    | 0.6%       |
| 323   | Lek/tävling           | 53    | 1.9%       |
| 324   | Frågesport            | 64    | 2.3%       |
| 325   | Tabbar/klipp          | 0     |            |
| 331   | Film/fiktion          | 0     |            |

## File : GN 2015 Play

## kategori: Programkategori

| Value | Label                                   | Cases | Percentage |
|-------|-----------------------------------------|-------|------------|
| 332   | Komedi/film                             | 2     | 0.1%       |
| 333   | Drama/film                              | 17    | 0.6%       |
| 334   | Deckare/film                            | 0     |            |
| 335   | Thriller/film                           | 0     |            |
| 336   | Action/film                             | 0     |            |
| 337   | Western/film                            | 0     |            |
| 338   | Science Fiction/film                    | 0     |            |
| 339   | Erotik/film                             | 0     |            |
| 340   | Animerat/film                           | 2     | 0.1%       |
| 341   | Kortfilm                                | 20    | 0.7%       |
| 351   | TV-fiktion                              | 0     |            |
| 352   | Komedi/TV                               | 48    | 1.8%       |
| 353   | Drama/TV                                | 95    | 3.5%       |
| 354   | Deckare/kriminal/agentTV                | 115   | 4.2%       |
| 355   | Thriller/TV                             | 31    | 1.1%       |
| 356   | Action, äventyr/TV                      | 9     | 0.3%       |
| 357   | Western/TV                              | 0     |            |
| 358   | Science Fiction/TV                      | 8     | 0.3%       |
| 359   | Erotik/TV                               | 0     |            |
| 360   | Animerat/TV                             | 0     |            |
| 371   | Daglig såpa                             | 222   | 8.1%       |
| 372   | Övrig såpa                              | 71    | 2.6%       |
| 373   | Sit-com                                 | 49    | 1.8%       |
| 401   | Blandprogram                            | 50    | 1.8%       |
| 402   | Prat-show                               | 75    | 2.8%       |
| 403   | Interjvuprogram                         | 15    | 0.6%       |
| 405   | Matprogram                              | 53    | 1.9%       |
| 406   | Morgon-TV                               | 0     |            |
| 407   | Lokal-TV                                | 0     |            |
| 408   | Regional-TV                             | 0     |            |
| 410   | Verklighetsunderhållning, allmänt       | 259   | 9.5%       |
| 411   | Dokusåpa                                | 1     | 0.0%       |
| 412   | Dokusåpa med tävlings/utslagningsinslag | 135   | 5.0%       |
| 413   | Realityshow, dramadokumentär            | 69    | 2.5%       |
| 414   |                                         | 67    | 2.5%       |
| 420   |                                         | 16    | 0.6%       |
| 421   |                                         | 65    | 2.4%       |
| 500   | Sport                                   | 11    | 0.4%       |
| 501   | Nyheter/magasin                         | 2     | 0.1%       |
| 502   | Evenemang                               | 0     |            |
| 503   | Fotboll                                 | 6     | 0.2%       |

**File : GN 2015 Play****kategori: Programkategori**

| Value | Label                | Cases | Percentage |
|-------|----------------------|-------|------------|
| 504   | Ishockey             | 4     | 0.1%       |
| 505   | Friidrott            | 0     |            |
| 506   | Handboll             | 0     |            |
| 507   | Alpint/utförs        | 0     |            |
| 508   | Skidor               | 0     |            |
| 509   | Hästsport            | 0     |            |
| 510   | Motorsport           | 0     |            |
| 511   | Simning              | 0     |            |
| 512   | Skridskor            | 0     |            |
| 513   | Basket               | 0     |            |
| 514   | Volleyboll           | 0     |            |
| 515   | Tennis               | 0     |            |
| 516   | Bordtennis           | 0     |            |
| 517   | Golf                 | 0     |            |
| 518   | Bandy                | 0     |            |
| 519   | Innebandy            | 0     |            |
| 520   | Övriga sporter       | 14    | 0.5%       |
| 521   | Segling              | 5     | 0.2%       |
| 522   | Curling              | 0     |            |
| 525   | Boxning              | 0     |            |
| 526   | Hundsport            | 0     |            |
| 600   | Särskilda kategorier | 0     |            |
| 601   | Barnprogram          | 0     |            |
| 602   | Barn/fakta           | 0     |            |
| 603   | Barn/teknat          | 8     | 0.3%       |
| 611   | Ungdomsprogram       | 20    | 0.7%       |
| 612   | Ung/fakta            | 0     |            |
| 613   | Ung/musik            | 0     |            |
| 614   | Ung/konsert          | 0     |            |
| 615   | Ung/musikvideo       | 0     |            |
| 616   | Ung/topplista        | 0     |            |
| 621   | Minoriteter          | 2     | 0.1%       |
| 622   | Minoritet/nyh        | 0     |            |
| 623   | Minoritet/fakta      | 0     |            |
| 624   | Minoritet/barn       | 4     | 0.1%       |
| 700   | Övriga kategorier    | 3     | 0.1%       |
| 701   | Förkunnelse          | 18    | 0.7%       |
| 702   | Riksdagssändning     | 0     |            |
| 703   | Presskonferens       | 0     |            |
| 704   | Lottdragning/spel    | 1     | 0.0%       |
| 2201  | Fakta nöje           | 2     | 0.1%       |

## File : GN 2015 Play

### kategori: Programkategori

| Value   | Label       | Cases | Percentage |
|---------|-------------|-------|------------|
| 2202    | Fakta språk | 0     |            |
| 2301    |             | 3     | 0.1%       |
| 4405    |             | 1     | 0.0%       |
| 4421    |             | 1     | 0.0%       |
| Sysmiss |             | 5     |            |

**Information:** Type: discrete, Format: numeric, Range: 100-2202, Missing: \*

**Statistics (NW/ W):** Valid: (2725 / -) Invalid: (5 / -)

### typ: Sändningstyp

**Definition:** Denna variabel är endast tillämplig på tv-fiktion. För övriga kategorier anges 0=ej tillämpligt. Som serie räknas alla program som anges som serie i tablå och/eller programinformationen.

| Value   | Label          | Cases | Percentage |
|---------|----------------|-------|------------|
| 0       | ej tillämpligt | 2009  | 73.7%      |
| 1       | singel         | 41    | 1.5%       |
| 2       | serie          | 672   | 24.7%      |
| 22      |                | 3     | 0.1%       |
| Sysmiss |                | 5     |            |

**Information:** Type: discrete, Format: numeric, Range: 0-2, Missing: \*

**Statistics (NW/ W):** Valid: (2725 / -) Invalid: (5 / -)

### GenreSVT

| Value   | Label          | Cases | Percentage |
|---------|----------------|-------|------------|
| 1       | Dokumentär     | 20    | 48.8%      |
| 2       | Film&drama     | 18    | 43.9%      |
| 3       | Kultur&nöje    | 3     | 7.3%       |
| 4       | Samhälle&fakta | 0     |            |
| 5       | Sport          | 0     |            |
| Sysmiss |                | 2689  |            |

**Information:** Type: discrete, Format: numeric, Range: 1-5, Missing: \*

**Statistics (NW/ W):** Valid: (41 / -) Invalid: (2689 / -)

### play: Play

| Value   | Label         | Cases | Percentage |
|---------|---------------|-------|------------|
| 1       | Endast play   | 0     |            |
| 2       | ej tillämplig | 0     |            |
| Sysmiss |               | 2730  |            |

**Information:** Type: discrete, Format: numeric, Range: 1-2, Missing: \*

## File : GN 2015 Play

### play: Play

Statistics (NW/ W): Valid: (0 / -) Invalid: (2730 / -)

### FUS

| Value   | Label         | Cases | Percentage |
|---------|---------------|-------|------------|
| 1       | fakta         | 975   | 35.8%      |
| 2       | underhållning | 1705  | 62.6%      |
| 3       | sport         | 43    | 1.6%       |
| Sysmiss |               | 7     |            |

Information: Type: discrete, Format: numeric, Range: 1-3, Missing: \*

Statistics (NW/ W): Valid: (2723 / -) Invalid: (7 / -)

### Land2

| Value   | Label             | Cases | Percentage |
|---------|-------------------|-------|------------|
| 1       | Sverige           | 1459  | 53.5%      |
| 5       | Norden            | 126   | 4.6%       |
| 9       | Storbritannien    | 416   | 15.3%      |
| 10      | Övr västvärlden   | 87    | 3.2%       |
| 13      | Resten av världen | 14    | 0.5%       |
| 15      | USA               | 465   | 17.1%      |
| 25      | Övrigt/Okänt      | 158   | 5.8%       |
| Sysmiss |                   | 5     |            |

Information: Type: discrete, Format: numeric, Range: 1-25, Missing: \*

Statistics (NW/ W): Valid: (2725 / -) Invalid: (5 / -)

### Programomrden2015

| Value | Label            | Cases | Percentage |
|-------|------------------|-------|------------|
| 100   | Nyheter          | 324   | 11.9%      |
| 200   | Samhällsprogram  | 136   | 5.0%       |
| 300   | Kulturprogram    | 127   | 4.7%       |
| 400   | Övr faktautbud   | 365   | 13.4%      |
| 500   | Blandprogram     | 183   | 6.7%       |
| 501   | Talkshows        | 75    | 2.8%       |
| 502   | Dokusåpor        | 136   | 5.0%       |
| 503   | Övr verkl underh | 395   | 14.5%      |
| 600   | TV-serier        | 306   | 11.2%      |
| 601   | Sitcoms          | 49    | 1.8%       |
| 602   | Såpor            | 293   | 10.8%      |
| 700   | Nöjesprogram     | 195   | 7.2%       |

**File : GN 2015 Play****Programomrden2015**

| Value   | Label       | Cases | Percentage |
|---------|-------------|-------|------------|
| 800     | Långfilm    | 41    | 1.5%       |
| 900     | Sport       | 42    | 1.5%       |
| 1000    | Barn        | 12    | 0.4%       |
| 1100    | Ungdom      | 20    | 0.7%       |
| 1200    | Minoriteter | 2     | 0.1%       |
| 1300    | Övrigt      | 22    | 0.8%       |
| Sysmiss |             | 7     |            |

**Information:** Type: discrete, Format: numeric, Range: 100-1300, Missing: \*

**Statistics (NW/ W):** Valid: (2723 / -) Invalid: (7 / -)

**filter\_\$: kanal = 3 | kanal = 4 | kanal = 5 | kanal = 6 | kanal = 7 | kanal = 8 (FILTER)**

| Value   | Label        | Cases | Percentage |
|---------|--------------|-------|------------|
| 0       | Not Selected | 0     |            |
| 1       | Selected     | 0     |            |
| Sysmiss |              | 2730  |            |

**Information:** Type: discrete, Format: numeric, Range: 0-1, Missing: \*

**Statistics (NW/ W):** Valid: (0 / -) Invalid: (2730 / -)